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Headline-Grabbing By Forand Bill Backers Feared At AMA Conference

By WILLIAM MACFARLANE

Many A&S executives are concerned lest the militantly aggressive backers of Forand-type medical care legislation steal the show at the May 13-14 Chicago conference called by American Medical Assn. for representatives of medicine, labor, insurance and industry.

The fear is that many of these Forand advocates are so much better versed in outmaneuvering the opposition by crude but highly effective tactics that in the planned forum discussion, logic and facts will have little chance. It could be a propaganda field day, with corny emotionalism running rampant and dominating the newspaper headlines.

No one in the business is questioning AMA's purpose, that is, to gather together all the segments of labor, industry, the medical profession, the insurance industry, and other groups interested in the payment of medical care bills, in the hopes of obtaining some suggestions for extending health insurance for all ages without government subsidy or control. What A&S people are worried about is AMA's ability to maintain control of the meeting and not let it become a free-for-all dominated by the very groups who are promoting a federal take-over of the health insurance business.

Health Insurance Council, which is Health Insurance Assn.'s agency for

relations with the medical profession, will be represented at the conference by Arthur M. Browning, HIC chairman and New York Life's vice-president in charge of group insurance; E. J. Faulkner, past chairman of HIC and president of Woodmen Accident & Life; Raymond F. Killion, chairman-elect of HIC and 2nd vice-president of Metropolitan Life, and William J. McBurney, chairman of HIC's claims committee and executive general manager of Prudential. Others attending will include Joseph F. Follmann Jr., HIA director of information and research, and Richard R. Shinn and Charles A. Siegfried, 2nd vice-presidents of Metropolitan Life.

Labor Representatives Listed

Labor will be represented at the conference by delegates from the AFL-CIO and United Mine Workers. Management spokesmen will be provided by such groups as American Management Assn., Assn. of American Railways and American Farm Bureau Federation. Also attending will be representatives from Blue Cross and Blue Shield, American Hospital Assn. and American Dental Assn.



Standing beneath his famous "dumbbell" picture, Julian S. Myrick, Mutual of New York, New York City, left, receives a sterling silver tray from Frederick W. Ecker, chairman of Metropolitan Life, at a surprise 80th birthday party for Mr. Myrick at the River Club in New York. Sharing the spotlight is Charles J. Zimmerman, president of Connecticut Mutual Life, who served as toastmaster. The tray is inscribed with the names of the more than 100 top officials in the insurance business who attended the party. Sponsors of the affair were Paul F. Clark, chairman of John Hancock, Mr. Ecker and Peter M. Fraser, a director and former president of Connecticut Mutual.

Contributions For NALU Building Fund Near \$200,000-Mark

Nearly \$200,000 of NALU's goal of \$505,000 to pay for and equip its headquarters building in Washington, D. C., has been contributed. The fund-raising campaign is scheduled to run through NALU's annual convention, Sept. 11-16.

According to Eber M. Spence, campaign director, it is still possible for contributors of \$100 or more to have their names memorialized on bronze plaques that will be erected in the lobby of the building. Unlike the listing of charter builders, which will be arranged alphabetically by states by the time of the annual convention in Washington, the supplementary list of \$100 contributors will be alphabetically only and will be erected at a later date.

Among NALU's local associations, one of the best records is being turned in by the Peoria unit with 72% of its membership already contributors, for an average contribution of \$38. Some 35% of the membership are charter builders.

The Vermont association was the first state unit to exceed its charter builder and donor quotas.

Although insurance people decided to go along with AMA as long ago as last year, when the medical association first suggested the conference, they have never felt any real enthusiasm for the get-together. Further complicating the situation was a recent story in the New York Times which made it appear that the conference would be a summit meeting between the AMA and labor to compromise their differences on grafting health insurance to the social security program. As late as two days after the item appeared in print, some A&S people, although not using the word "sell-out," were still suspicious that AMA might alter its firm stand against Forand-type legislation. The misleading story has since been

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Ordinary Sales In March Up 1%; Small First Quarter Drop

Ordinary sales in March were \$4,573,000,000, an increase of 1%, according to LIAMA, and ordinary sales for the first quarter totaled \$11,859,000,000, for no percentage change, but a small dollar decline of \$4 million.

Total sales in March were \$6,156,000,000, a gain of 4%, and for the first three months were \$16,199,000,000, a 2% increase.

Group Sales Up 35%

March group sales amounted to \$1,013,000,000, a rise of 35%, and during the first quarter totaled \$2,724,000,000, up 15%. These figures represent only new groups set up and do not include additions to group contracts already in force.

Industrial sales in March were \$570 million, a decline of 10%, and for the three months totaled \$1,616,000,000, a 5% drop.

Flemming Says Ike Will OK Voluntary Coverage For Aged

WASHINGTON—Secretary Flemming of the Health, Education & Welfare Department says he believes President Eisenhower will approve a voluntary federal subsidy plan to provide medical care for older persons with low incomes. He said he hoped to outline the administration's position on Tuesday.

President Eisenhower indicated at a news conference that he is "utterly opposed" to any plan that would provide such aid through the OASI program.

The Stuart agency of St. Louis led General American Life agencies in individual life sales in March.

49% Of Those 65 Or Over Are Covered For Illness Expense

HIA Finds Proportion Having Insurance Has Risen 14% In Two Years

NEW YORK—Of all Americans age 65 or older, 49% have insurance protection against the costs of ill health, an increase of 14% in the last two years in the proportion of such citizens so covered, according to Health Insurance Assn. of America. The new survey is the first nationwide study since early 1958.

About 7.7 Million Covered

There are 15.7 million persons in the 65-and-over age group and an estimated 7.7 million of them had health insurance at the beginning of 1960. The HIA report is based on coverage trends revealed in government and private surveys made during the last decade and on developments in the health insurance business.

Because of accelerated activity on the part of insuring organizations in the 65-and-over range, the growth of health insurance protection in that segment of the population during the last eight years has been much more rapid than for the population as a whole.

1 Out Of 4 Covered In '52

In early 1952, one out of every four senior citizens had health insurance, and now one out of two is so protected, according to HIA. Over the same period, the growth in coverage for the total population was from nearly six out of every 10 persons to a little more than seven out of 10.

In addition to the 49% of the 65-and-over who now have health insur-

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Lewis W. Chapman, left, director of company relations of LIAMA presents a gift—a pen set—to Robert F. Robinson Jr., Carolina Life district manager at Albany, Ga., during graduation exercises at LIAMA's 176th school in agency management in Daytona Beach, Fla. Mr. Robinson was the 10,000 graduate of the schools, which have been conducted by the association since 1929.

Tells How To Keep Claims Down While Writing A&S Volume

The problem of writing A&S business in volume while still keeping the loss ratio in bounds was examined by B. K. Bicknell, vice-president and claims superintendent of Paul Revere Life, at the A&S spring meeting of LIAMA at Chicago. He summed up the factors which have a direct bearing on the claim loss ratio as selection of agents, training agents in proper risk selection, work habits of agents, questionable field underwriting, volume, and quality business.

Mr. Bicknell said the prescribed limits which determine an acceptable loss ratio vary with individual companies, but all companies employ about the same formula to obtain desired results. In order for this formula to work, there must be a normal claim experience.

Has To Be Reason

If a loss ratio continues past the prescribed limits, there has to be a reason for it, and the first thing to determine, is whether or not the policyholders are producing a normal claim experience, he said. If it is found that the claim frequency is considerably more than was expected, the average claim is longer than expected, and there are an unusual number of disputed claims or claims involving malingering or rescissions, then there are too many insured abusing their policies.

He pointed out that A&S policies, because of the coverage they provide, are subject to more abuse than other forms of personal insurance. There is a tremendous difference between claims presented under life policies and those under A&S policies. People usually do not want to be one of the claims which determines the life mortality rate; however, they not only do not mind but sometimes actually try to be a claim which will effect the morbidity rate in A&S insurance.

Some Abuse Policy

Some A&S policyholders will present legitimate claims and will receive prompt and satisfactory claim service; others will abuse the policy by claiming the benefits due them and more by malingering, and by presenting claims on completely fictitious disabilities. Also, there are those who may have some warning of an impending health breakdown and will attempt to get under the cover of a good disability policy. "The degree of use or abuse to which policyholders subject their policies is, in my opinion, exactly measured by the quality of those policyholders."

The quality of A&S business is determined by the quality and training of the agent who writes it, he said. "Business written by high-grade, well-trained agents will produce claims which can be handled promptly, liberally, and with a normal claim experience. Average agents will write average quality business, and these claims will require closer study, more investigation, a bit slower claim service, and a loss ratio on the lower side of acceptable limits. A poor agent will write poor business. . . . It seems to me, therefore, that the seriousness and extent of claim problems, and claim loss ratios, which confront the agency vice-president will be determined to a considerable degree, by the selection standards which he establishes and

Midwest Trainers Assn. Meets At Chicago



Eugene Busche, field supervisor of Indianapolis Life (left), chairman of Midwest Trainers Assn., at the mid-year meeting of the organization in Chicago last week with Andrew Cordischi, director of Training of North-American Life of Chicago, who was chairman of the program.

North American Life of Chicago was host last week at the Palmer House to the spring meeting of Midwest Trainers Assn., an informal organization of life companies in Indiana, Wisconsin, Ohio, Michigan, Kentucky and Illinois, which exchange ideas on training agents and general agents.

Andrew F. Cordischi, director of training North American Life, was program chairman in charge of the theme for the two-day meeting—manager training.

There were 18 companies represented at the Chicago meeting out of a total rotating membership of about 50.

Chairman of Midwest Trainers Assn. is Eugene Busche, Indianapolis Life.

enforces in appointing new agents."

After some agents finish their training and get into the field, they develop, through ignorance, poor training or intent, work habits at claim time which result in high loss ratios, dissatisfied policyholders, loss of company reputation and more problems for the agency vice-president. He said his claim experience had indicated that two or three of these work habits result in a majority of the claim problems, and he discussed each one.

The first problem is servicing the policyholder at claim time. Many agents tell their new policyholders that, in the event of a disability, they should notify the agent, and he will help them present their claim. When the agent receives a call to provide this service, he can find himself involved in a situation which can present both him and his company with problems.

"If an agent does not suggest his participation in claim service, Mr. Bicknell said, he seldom gets involved in it. If he is trained to show his policyholders how simple it is to complete a claim blank and also explain to them that in the event of a disability prompt notice directly to the claim department is the best way to get good claim service, this problem can be generally avoided." Another situation that is a by-product of this particular work habit is that the agent can spend too much time helping complete insured's part of the claim blank, and contacting the doctor and the hospital for their proofs. If an agent is performing these services he is not selling, and often it is evident that an agent's early arrival at a production plateau or even a loss of production is

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550 Wis. Agents, Managers Sign Letter Protesting Direct Writing Of Group Cases

MADISON—Approximately 550 agents, general agents and managers in this state have signed a letter protesting direct writing of group cases. The letter will be sent to presidents and directors of 50 life companies, commissioners of all states, American Life Convention and LIAMA.

Presentation of the letter for signature at a meeting of 600 agents and managers here included explanatory background comments by a spokesman for the signers, who said that he and many of his fellow agents had heard occasional rumblings about direct writing of group cases for two years.

The subject is not a new one and most agents and managers are "greatly disturbed" because of this trend, he said. Since the beginning of this year, seven life companies—major ones—have been asked to prepare bids or proposals for across the board group coverages for one of the large Wisconsin corporations. Three or four of the companies asked to bid had agents

actively pursuing this business. The balance of the companies were simply asked for their quotations, he said.

A consultant was involved in the proposition. He prepared the specifications for the various group coverages and informed the interested life companies. In the specifications, he requested these same companies to eliminate the services of an agent or broker and to eliminate the loading for commissions or to quote their rates showing the minimum commission they would pay.

Four of the companies asked to bid on this basis presented their figures in accordance with their regular commission schedules and ignored the request of the consultant on that point. However, three of the companies followed the consultant's request and were willing to ignore the commission schedules.

Action has become necessary and demanding, the spokesman said. At the

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Security Benefit Holds Sales Conference; Two Agents Are Honored

The annual sales conference of Security Benefit Life was held in Ojai, Cal., this month.

The company was host to leading field underwriters and their wives from 40 states, District of Columbia and Puerto Rico. The three-day session was designed to allow ample time for recreational activities along with informative sales sessions covering the latest developments in the business. New promotional ideas were presented, along with new advertising materials and an explanation of revised forms and new policies introduced by the company.

Among speakers on the program were Commissioner Sullivan of Kansas; Dr. Frederic R. Stearns, vice-president and medical director Security Benefit Life; Arthur F. Kehle, MDRT life member, and Art Baker, radio and TV producer.

Company officers and personnel in attendance included: J. H. Abrahams, president; Herbert F. Laing, vice-president and treasurer; Dean L. Smith, vice-president and secretary; Marc F. Goodrich, assistant director of agencies; James H. Metzger, advertising director, and Mrs. Wendell Ives, sales conference secretary.

At the president's dinner, Doreston Johnson, Los Angeles, was named outstanding agent of the year for his all-around high production and persistence record. Gordon Taylor, Los Angeles, was named to the company's guild of master builders.

Bankers Of Iowa Has Big Gain In Ordinary

The report in last week's issue of first quarter results of Bankers Life of Iowa incorrectly indicated that the company's insurance in force totals \$1,606,000,000. This is the amount of group in force.

As announced by Bankers Life, individual sales were about 12% greater than the same period in 1959, a record year. This brought ordinary insurance in force to \$1,996,000,000 and group in force to \$1,606,000,000 for a total of \$3,602,000,000, an increase of more than \$50 million for the year to date.

Early Hotel Reservations For NALU Convention Urged

WASHINGTON—Early reservations for hotel rooms at the annual meeting of NALU in Washington, D.C., Sept. 11-16 are urged by Executive Vice-president Lester O. Schriver of NALU.

"In view of the fact that we expect a record attendance at our 1960 annual convention—which will feature dedication of the new NALU headquarters building—we urge all persons to make their hotel reservations as early as possible," he said.

Applications for hotel reservations were contained in the April issue of Life Association News, NALU's official magazine. They should be sent to the housing bureau, NALU convention, Washington Convention and Visitors Bureau, 1616 K Street, N.W. Washington 6, D.C., as should all requests for information about hotel reservations.

Bruce H. Smith, executive secretary National Assn. of Independent Insurance Adjusters; Bruce G. Gifford, managing director International Assn. of A&H Underwriters; Secretary of Labor James Mitchell, and State Senator Albert E. Bennett.



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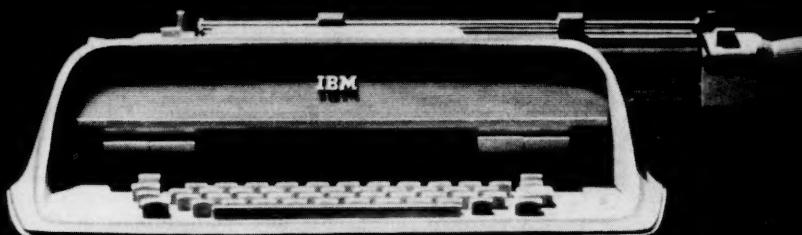
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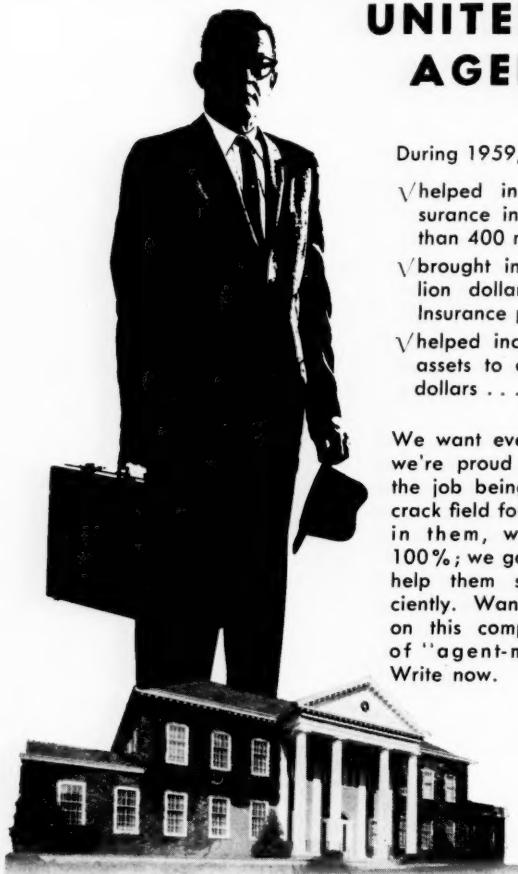
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Burns To S.F. Agents: Present Selling Trends Distort Proven Ways

The present marketing trend in selling life insurance is distorting long established and proven practices and now threatens public relations and agency relations, Donald Burns, executive vice-president of California Life Underwriters Assn., told members of the San Francisco association at their April meeting.

Mr. Burns said life agents in California do not intend to weaken their fight against franchise and wholesale insurance, group coverages with only token or no commissions, or any other form of mass franchise marketing or direct writing.

He informed the group that the association's protests against the latest group arrangement by the California Veterans Administration (by which veterans may carry additional life insurance than that required to cover their loans, at a rate of 10 cents a thousand up to 20% of the amount in force protecting the loan) have attracted the attention of the insurance, finance, and veterans affairs committees of the legislature. He reported that these committees have resolved to look into all of the veterans' insurance programs.

"The companies are practicing greed and hypocrisy in these marketing trends," he said. He also stated that managers and general agents have a very big stake in this situation; that agents don't know what their own companies are doing—but are becoming concerned. One of the major objections to the added veterans program is that the state acts as an agent in collecting premiums and servicing this business.

Mr. Burns reported that the assembly's finance and insurance committee has drafted a bill to be considered at the 1961 session of the legislature which would regulate the franchise group programs. The committee has been holding hearings since adjournment of the last session.

Don G. Mitchell Named Mass Mutual Director

Don G. Mitchell, president of General Telephone & Electronics Corp., and chairman of its subsidiary, Sylvania Electric Products, has been elected a director of Massachusetts Mutual.

The election took place at the company's annual policyholders meeting, during which Leland J. Kalmbach, president, predicted that interest rates on investments will continue at their present high level.

Mr. Kalmbach said, "During the 1950s there was a gradual upward trend in interest rates due chiefly to the heavy demand for loanable funds on the part of business, industry, construction and governmental bodies. In my opinion, the demand for funds in the 1960s will continue to be high in relation to funds available for investment and, therefore, I believe that interest rates will remain at high levels except for short readjustment periods."

Lutheran Brotherhood Has Gains

An increase of more than \$41 million in the first quarter has boosted Lutheran Brotherhood's in force total to \$1,178,923,300. Total number of policies in force increased from 402,350 to 410,252.

Report Indictment Of Five Persons Over West Buechel Bonds

A federal grand jury at Fort Worth reportedly has indicted five persons on charges of violation of the securities laws, conspiracy and fraud by mail and telegram in the transactions surrounding the issuance and sale of \$2 million of bonds issued by the class six city of West Buechel, Ky.

The individuals named are reported as Henry J. Stites, Louisville attorney who represented West Buechel and Bankers Bond Co., which sold the bonds; Charles D. Dunne, president of the Dunne Press of Louisville; James E. Dunne II, son of C. D. Dunne; BenJack Cage, former Texas boy wonder insurance promoter now living in Brazil, and Leslie E. Gwaltney Jr., former Alabama commissioner.

Cage is under a 10-year prison sentence for embezzling \$100,000 from ICT Ins. Corp. on a conviction dating back to 1957.

The indictment reportedly states that on the advice of Mr. Stites, the board of trustees of West Buechel, a small hamlet near Louisville which has been depopulated as a result of the bond issue to about 20 persons, voted in 1954 to issue \$2 million in bonds for waterworks, sewer drainage and streets. Charles Dunne was engaged by Mr. Stites and Bankers Bond Co. to find buyers for these bonds and BenJack Cage, through Cage & Co., bought the whole issue, putting down \$275,000 in cash and \$1,725,000 in promissory notes at 5%.

Bonds Distributed By Cage

The bonds were then distributed by Cage & Co., according to the indictment, to various insurance companies in and out of the Cage insurance group. Some of them wound up in the vaults of the state of Alabama as deposits for insurance companies.

It is reported that BenJack Cage agreed that the Dunnes would be paid \$100,000 by Cage & Co. as their commission. Mr. Gwaltney is accused of substituting \$10,000 in West Buechel bonds for an equal amount of Florence, Ala., city bonds on deposit with the state.

Last November a federal court had a trial in Louisville on the bond issue but no decision was handed down because of a hung jury. The defendants in that case were the Dunnes, Bankers Bond Co. and the chairman of Bankers Bond Co., Mrs. Elinore Sedley. Charges were brought by All States Life of Dallas, of which the president is B. F. Biggers, and Texas Continental Life of San Antonio. These companies said they were defrauded when they bought \$250,000 of the bond issue from Cage & Co. That trial has not been rescheduled.

Equitable Pays \$547 For Money-Saving Idea

Equitable Society's year-old employee suggestion plan has paid \$547 to a retired cashier for a suggestion which is expected to save Equitable \$2,750 annually. The payment is a new high for the company's program.

The employee, R. Orville Evans, submitted an idea for simplified accounting procedure in the handling of assured home ownership loans. The cash award represents 20% of the estimated first year's savings to the company due to Mr. Evans' ingenuity. The average award for new ideas has been \$32.41.

Inter-Ocean Fetes New Home Office

CINCINNATI—Inter-Ocean marked the setting of the date stone of its new home office building at Victory Parkway and William Howard Taft Road here with simple ceremonies, including a luncheon and reception for a number of guests representing insurance and civic interests last Saturday. The building is scheduled to be completed by the middle of October.

President W. G. Alpaugh Jr. and Vice-mayor W. H. Bachrach of Cincinnati presided at the setting. J. W. Scherr Jr., chairman, was master of ceremonies at the luncheon, at which the speakers were Mr. Alpaugh, D. N. Fuller, executive vice-president Cincinnati Chamber of Commerce, and Commissioner A. N. Palmer of Indiana. Mr. Alpaugh explained that, although Inter-Ocean has maintained its home office in Cincinnati since 1917, and moved there from Springfield, Ill., it is an Indiana corporation. Mr. Palmer said that the finest tribute he could pay Inter-Ocean is that, despite the volume of accident and sickness business the company writes and the fact that the public is particularly sensitive about it, he has never had a complaint about the company during his time in office.

Many Officials Present

Most of the company's official staff, including W. G. Alpaugh, finance committee chairman, C. W. Alpaugh, secretary, R. W. Angert, sales vice-president, and T. J. Smart, underwriting vice-president, were present, in addition to the directors. B. B. Holmes, Muncie, Ind., made his first appearance as a member of the board. The agency force was represented by Harold Bice, J. A. Eggers and D. A. Martin, general agents.

Special notice was taken of the Inter-Ocean people with 25 or more years of service, who were represented by Roger Stagg, G. H. Walker, Anna Hern, Olivia Lemker, Mary Schwarz, Emma Field and Margaret Lemmel. From the other Cincinnati life insurance companies were J. A. Lloyd, president Union Central, M. R. Dodson, president, and J. H. Evans, chairman Ohio National, and W. P. Hodges, vice-president Western & Southern. Other guests were Matthew Winbauer,



Ralph D. Jones, Continental Casualty, new president of Insurance Federation of Illinois, at the annual meeting with M. D. Simms, Continental Assurance; Charles Carpenter, Illinois secretary of state; State Senator Arthur J. Bidwell, and Peter W. Freilich, Corrion & Reynolds, the outgoing president and new chairman of the federation.

president Walnut Hills Merchants & Civic Assn., Fire Chief D. F. Vogel of Cincinnati, J. Z. Herschede, president, and J. C. O'Connor, secretary the National Underwriter Co., Eldridge Hannaford and John Findlay, architects of the building, and Irving Penker of the general contracting firm.

Officers Reassigned By Provident Life; Edick Senior Vice-President

Provident Life of Bismarck, in a realignment of officers, has advanced R. W. Edick from vice-president and secretary to senior vice-president.

John A. Zuger, general attorney, becomes vice-president and general counsel, and new secretary is S. M. Wezelman, who will continue as associate actuary. C. L. Young, general counsel, has been appointed general attorney, and C. G. Nelson has been given the new position of agency assistant.

Directors have declared a 10% stock dividend to stockholders of record, April 19. The board has also declared a cash dividend of 80 cents per share, based on the number of shares issued and outstanding after the stock dividend.

LAA Editorial Workshop Set For Week Of May 16

NEW YORK—A "workshop" for home office editorial staff members will be run by Life Advertisers Assn. the week of May 16 at the Sheraton Atlantic Hotel, New York. The plan is to provide the "student" with a week of editing, layout, copy gathering, and talks about purpose, function, budget, etc., for internal and external publications. Emphasis will be on "learn-by-doing" rather than "learn-by-listening."

There will be talks by experts in the fields of writing, typography and other aspects of the graphic arts. There will be demonstrations, on-the-job criticisms and frequent appraisals. The bulk of the week will be practical work applied to the participant's own publication.

Paul Troth, assistant vice-president New York Life, is workshop director. The project is sponsored by the LAA educational committee, headed by William A. Loubier, manager of advertising and field publications State Mutual Life.

Companies Failing To Get Graduates, U. Of Minn. Reports

Efforts of insurance companies to attract graduates of the University of Minnesota have not been particularly successful, according to placement officers at the school. They blame the companies for poor methods of recruiting.

Instead of sending home office representatives, the companies have had local representatives interview graduates. Placement officers say the local insurance men have had little or no experience in such interviewing and occasionally misrepresent the opportunities offered by companies.

Mutual Of N. Y. Ordinary Sales Increase 15% In First Quarter

Mutual of New York's ordinary sales in the first quarter were \$207.5 million, an increase of 15%. March ordinary sales were at a record \$86.9 million. Group life and module group sales for the first three months totaled \$45.6 million, double the 1959 first-quarter figure.

Howard Succeeded By Bates As President Of United American Life

Pierre Howard, president of United American Life, has resigned to reenter private law practice and has been succeeded by Louis T. Bates, former vice-president and director of agencies. Mr. Howard will continue as a director and member of the executive committee and will also represent the company as general counsel.

Mr. Bates, who joined United American in May, 1959, has been with New York Life, Lincoln National Life and, more recently, Gulf Life as vice-president in charge of ordinary agencies.

Charles H. Childs Jr., vice-president, was elected executive vice-president. He has been with the company since its founding as secretary and treasurer, and will continue in this capacity in addition to taking on the duties of his new post.

Coastal Plain Life stockholders have voted a two-for-one stock split with a 10% stock dividend after the split.

one of the
best
and one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is *true graduated premium* on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not

at the expense of financial security

ASSETS	\$168 Million
SURPLUS	\$14 Million
INSURANCE IN FORCE	\$575 Million

Wis. Agents' Letter Protests Direct Writing Of Group Cases

(CONTINUED ON PAGE 2)
midyear and national meetings of NALU, committees have been formed and this problem has been aired. A debt of gratitude to those workers in the national association is owed. But it will be "more unique and more timely if our various field forces themselves give voice to this unprecedented abuse," he said.

Strategy Involved

In planning a course of action, a letter was decided upon. Not only will it be sent to presidents of companies domiciled and licensed in Wisconsin but also to their directors. This will mean about 800 letters in all. The purpose of addressing the letter to directors as well is "purely strategy," the spokesman said. If the president alone receives the letter it may go no further than to a vice-president or two. But if each of the directors receives the letter the result may be different. These directors are often heads of businesses and "would adhere to certain principles and ethics that have made American business great. When they read this letter, they may be concerned. They may ask questions, which is our hope," he said.

The spokesman said he had asked for and was granted an interview with the board chairman of the corporation interested in the group program. The net result of this interview was that the board chairman was found to have had no knowledge that the case was being asked on a direct writing basis. The chairman said he didn't want his company known as one unwilling to pay for services. While the case isn't decided yet, it is reasonable to conclude that the chairman will assure himself that he will do business with a life company on the basis he wants his own customers to do business with him, the spokesman said.

TEXT OF LETTER

This letter represents the sentiments of a large body of life insurance salesmen in the state of Wisconsin who are becoming disturbed, distressed, and indignant at some of the practices of a few of the well-known life insurance companies.

We are not an organized body for the purpose of expressing these views. We are life insurance salesmen imbued in the traditions of our great industry and our aim is to preserve the force and integrity of our industry's

agency system. Our main concern is in the area of direct writing of group business.

Over the past few years there has been a great deal of this type of business written—and mostly confined to larger cases. It becomes obvious that such practices are on the increase. And now we observe them being written on organizations of the 500 life

give proof to their greed and lack of principle in order to gain more volume. The field forces presently are still searching out and writing the majority of group cases being submitted. We ask you, at what point might these salesmen decide to ignore the group sale regardless of size? If you were to ask about, we know you will find salesmen who have already concluded they will no longer solicit for group business. When they develop the large case, they have experienced this cancer of direct writing. Neither will they agree to the subterfuge of the finder fee. In our opinion, if this trend continues, the companies guilty of direct writing will be hard put upon to find the field forces sympathetic to their desires to increase group sales.

Can Be Only One Side

We have heard and studied both

sides of this subject. We are adamant that there can be only one side and that will be supported by all the worthy life insurance companies and their field forces. The answer is we will uphold and defend our agency system without compromise.

May we remind you that over the last 100 years it has been the agent and broker that has made your company great. We urge you to respect the ability of your own field personnel; to assure them that you stand behind them as your representatives. We entreat you they are worthy of that trust.

Some life underwriters are so much concerned about this problem created by direct writing, they are planning to seek the solution through legislation in the state level.

This body of life insurance agents representative of the great majority of life insurance companies, has every hope that we will have the courtesy of your reply and that we may learn your position on the subject of direct writing.



...may as well be friends!

It's a lonely old world unless we work together. We believe that one main reason for National Fidelity Life's 44 year record of achievement is the warm spirit of friendliness and cooperation that has been maintained by NFL with its field associates. Even during the present period of accelerated expansion, NFL continues to offer the personal assistance which has been so basic to the development of a growing and dynamic organization. There is better opportunity for your success at NFL, where we help each other to attain our personal goals.

NEW POSITIONS

being created for
Salaried Supervisors
and General Agents.

FULL LINE that gives
unlimited flexibility
Life, Group, A&H, both
Par and Non-Par.

LIBERAL CONTRACTS
offering you top
commissions, salaries,
bonuses, and expenses.



Write: Vice President Kemp W. Wood

Remember, NFL cares about you and
your future—move forward with NFL

One of the Nation's Strongest by Any Standard of Comparison

National Fidelity Life INSURANCE COMPANY • KANSAS CITY 6, MO.
W. Ralph Jones, President

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Urge Greater Participation In Government By Insurance People

"Let's all preach and work at economic and political understanding; un-



C. G. Heitzberg



H. Bruce Palmer

to become interested in politics through a variety of programs.

Some people are so confused about the role of life insurance that they think mutual funds are a product of life companies, Charles G. Heitzberg, vice-president in charge of agencies, told the convention.

Of this "relatively new misconception

in some segments of the population," Mr. Heitzberg said: "One can only speculate that perhaps the word 'mutual' has something to do with it. Or perhaps dual representation is far more common than we have been led to believe."

This is only one of a number of misconceptions held by the public, despite all that has been done to educate people about life insurance, said Mr. Heitzberg. These misconceptions still remain as a challenge to the agent who must play a part in the educational process.

In a panel moderated by President H. Bruce Palmer, Executive Vice-president John J. Magovern predicted a continued ready market for business insurance "so long as we have corporate income taxes and the graduated personal income tax at the levels that exist today."

Mr. Magovern also said that under the new life company federal income tax law there is a much closer relationship between investments and income taxation than heretofore existed.

"For the first time in our history," he said, "we are concerned with the

studied both
are adamantly
one side and
by all the
companies and
answer is we
our agency
Bal Harbour, Fla.

Mr. Palmer also urged three other steps in a program to halt inflation:

1. The agent must sell his product for full value. The life insurance man, unlike the savings bank, has a direct contact with the customer. The agent is truly a savings salesman.

2. Agents should increase their own productivity because such an increase brings an increase in savings. The agent should urge those whom he contacts to save systematically.

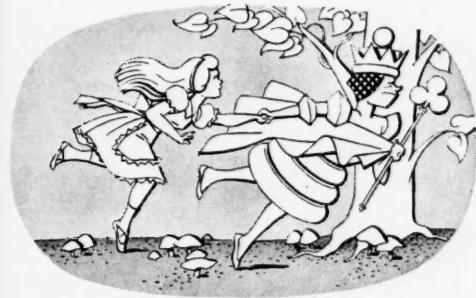
3. "We should all preach thrift, careful budgeting, careful use of credit and a wise balance between today's spendable dollar and the deferred spendable dollars. We should adopt a policy of discriminating buying, which means wise buying."

Regarding further participation in government, Mr. Palmer recalled that the current national movement to encourage business men to enter politics had its genesis in the Mutual Benefit Life's "good corporate citizenship" program. It is estimated, he said, that more than 500,000 people in business all over the nation will be persuaded



Vernon K. Miller (left), Columbus, O., receives the president's award from President H. Bruce Palmer of Mutual Benefit Life at the annual meeting of the company's agents association in Bal Harbour, Fla. The award is presented to the general agent adjudged to have had during the previous year the best all-round agency, based on quality and amount of new business, success in recruiting and training new men and maintaining production among established agents.

"TWICE AS FAST"



To Alice in Wonderland, the Red Queen said: "Now, here, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run twice as fast!"

Running hard just to "keep in the same place" need not become a way of life. In 1960, The North American's life sales (individual, ordinary) are 200% ahead of 1959. A year ago, they were 200% of the year before. "Twice as fast" is the rule here.

Of course, the wise Red Queen knew that to run "twice as fast," one must aspire to "get somewhere else." At The North American, for instance, time-proved Total-Quality* has been fused with modern, professionally tested total-merchandising. Together they command absolute sales' authority. Today they move "twice as fast."

Whatever the aim may be in life insurance sales, The North American's positive performance spells success.

To be sure, all creatures of Wonderland really did not aspire beyond "the same place." But Alice moved "twice as fast" and soared to exciting new riches!

And Alice was just a little country girl whose only star was faith.

*Total-Quality is the mark of distinguished products by North American since 1886.

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Since 1886
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For LIFE, ACCIDENT AND HEALTH INSURANCE

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Operating in 48 states and District of Columbia Over \$700,000,000.00 in force

taxation of capital gains and losses. Our asset valuations and investment expenses have taken on special significance. Our pension plan reserves have become a specialty. Our company yield rate has a direct bearing on our allowable deductions.

"These and other aspects of the new tax law will have a direct bearing on our investment operations over the years ahead. It's a real challenge. If you look at the record of those who determine and implement our investment policies, you will be sure that it will be met with courage, imagination

and ingenuity."

Harry W. Jones, senior vice-president said it is getting to be increasingly expensive to survive the earlier causes of death and live out one's time into the really advanced ages that are made common by medical discoveries.

Pensions For Small Groups

William F. Ward, underwriting vice-president, reviewed the mortality situation and in answer to a question on the probable role of ordinary policies in pension coverage, opined that they will plan an increasing role where the

number of lives is less than 50. Individual policies will provide pensions at rates comparable to group in the smaller cases and ordinary policies will have the additional advantage of providing the benefits in a clearly defined manner for each individual life, he said.

As to the future, Mr. Ward said: "Perhaps we will find that appreciably more than the present 12% of our new business may be issued without medical examination. Waiver of premium benefits should be applied for with considerably more than the present

30% of our new insurance now covered. New underwriting approaches and the efforts of our agents should double this percentage."

Asked how group insurance affected the individual agent, Robert C. McQueen, group vice-president, said he could name many agents whose earnings have increased remarkably through the intelligent use of group insurance, both as a result of the group commissions and the incidental ordinary commissions that have resulted from the group sale. He said he could name other agents doing equally well who have predicted that group will drive the agent out of the insurance market because it will take over all his prospects and replace high commission business with low commission business.

"Group will neither save the agent nor drive him out of business," he predicted. "Group insurance is social insurance, designed to provide a broad base of coverage for all classes of people. It is the only type of social insurance in the world upon which commissions are paid to a salesman. It is incorrect to believe that if group insurance did not exist, ordinary insurance would be sold to fill the gap. That is not true, any more than individual annuities could be sold to replace the billions of dollars that will be paid as pensions under social security. If group insurance did not exist, we would have self-insurance or government-sponsored benefits instead.

Abuses Not Only In Group

"The difficulty arises when group is used to fulfill needs beyond the level of social insurance. Certainly there have been abuses, just as there have been abuses in using individual policies to fund giant pension trust cases. The problem is to determine a criterion as to the proper level to which group insurance should be confined.

"We think that as far as amounts are concerned, this level can be defined as a function of earnings. In all of our cases we try to make sure that the individual amounts of insurance bear a reasonable relationship to earnings. We will not write a case where this relationship does not exist.

Mr. McQueen predicted that one of the most important group fields of this decade will be group pensions.

"During the 1950s we let the self-insured boys run away with the market, but with favorable interest rates and the tax relief that was granted us last year on pension plan reserves, we will be tough competitors in the 1960s," he declared.

Vice-president Heitzberg predicted that the competition for manpower will be tougher in the next 10 years.

James P. Moore Jr., vice-president and comptroller said in answer to questions on first year acquisition cost trends:

Can Cut Cost On Servicing

"Personally, I do not believe there will be much future change in the clear trend and experience of increased distribution expense unless some really new and radical techniques and processes are developed for both the selling and servicing of life insurance. Since there just isn't any substitute for the professional life insurance underwriter, logic dictates that these techniques if they are to be found at all must be found in the area of servicing."

In a panel on the agent's financial affairs, Solomon Huber, general agent in New York City, said that assignment, as a gift, by an agent of his right to future commissions brings no escape from income tax. He still pays,

IT'S TIME FOR YOU TO "SOUND OFF" TOO!

It's high time for every one of us to sound off loud and clear about the incomparable values that make life insurance "good property for all . . . the only property for most . . . the best property for many."

We are being out-promoted and out-sold in competition for the family-man's dollar by other in vestment and savings industries . . . all too often at the expense of sound family protection.

To help our field force tell that story more effectively, we at Minnesota Mutual have produced a challenging new booklet, "Today for the Ordinary Man, the *Only Way*." It is an effective presentation of the investment advantages of life insurance . . . told in a way the family man can understand.

We've had so many requests for copies that we have decided to make it available to any life insurance man for his personal use, regardless of company affiliation. Use the coupon below to request your copy, enclosing 25c to partially cover costs.



SOME OF THE FACTS PRESENTED IN THIS BOOKLET

- The surprising difference between taxable income and "keep-home" pay.
- The ordinary man today can neither earn, nor keep, interest as his grandfather could.
- The harder the ordinary man tries the more unattainable financial independence becomes.
- With life insurance the ordinary man can have income today—and yet, taxwise, have no income.
- Why life insurance provides tax-preferred property when it matures, whether by retirement or death.



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April 30, 1960

whether the gift is revocable or irrevocable.

"If the gift is a revocable one or the agent holds a string on it, or it is held to be in contemplation of death, the renewals will be included in the estate as well," Mr. Huber said.

"The gift is one of 'present' interest if the agent absolutely divests himself of all right, title and interest.

Home Office Measures Value

"All gifts of present interest exceeding \$3,000 must be reported. This holds true of gifts of future interest regardless of amount.

"How do I measure the value of my gift of renewals?

"You don't. Your home office will arrive at a figure which generally is acceptable to the taxing authorities.

"To whom are my renewals taxed after I make such a gift?

"They are still taxed to you as income as received. It's like giving away your salary. You just don't get away with paying a tax on it. He who does the earning, does the paying.

"So why give my renewals away?

"You may save on estate tax, provided of course that you have met the tests of a true gift. Remember this: You may be putting new renewals on the books faster than you can give them away. Before long you can find yourself paying gift tax periodically and losing control of the testamentary dispositions. Giving away each year's new batch of future renewals can be a complicated matter.

"It is wise for an agent to sell his renewals in whole or in part?

"Who is taxed, how?

"Whether this is wise or not, depends on individual situations. Generally it's a poor idea.

"Selling the right to future commissions has this result: The buyer is taxed on his gain. This is the amount he gets over purchase price and it is treated as ordinary income.

"The selling agent doesn't do so well. He's taxed, it seems, on the entire sales price in the year in which he receives it. The tax bite can be huge! This is one of the delightful penalties of earning big money. Other cases indicate that the buyer may have his ordinary gain spread out.

"Why can't I file a beneficiary designation at the home office instead of doing this by will?

"Most companies feel that this is dangerous. The arrangement may be considered testamentary in character—a substitute for a will—and therefore not executed with the formality required of wills. Others may come in and claim invalidity, upsetting whatever you had in mind. Disposition by will or by a trust would seem to make more sense."

Top Award To Miller

Outstanding agents and agencies received awards for their 1959 achievements.

The top award, the president's trophy, was presented to the Vern K. Miller agency in Columbus by President H. Bruce Palmer. The trophy goes to the best all-round agency, judged on the quality and amount of new insurance written, success in recruiting and training new men, and maintaining production among established agents.

Runners-up for the trophy were the Edward L. Rosenbaum agency in New York City and the Charles S. Eaton agency in Syracuse.

The new organization award for recruiting and developing new men was presented by Mr. Heitzeberg to the William N. Thurman agency of Atlanta. The James M. Johnson agency

in New Orleans and the Rosenbaum agency in New York City shared runner-up honors.

Margolis Is Lives Leader

Jacob C. Margolis of the John V. Smith agency in Charlotte, N. C., was presented an award as lives leader. Mr. Margolis also received the lives award for first-year agents.

Robert T. Jackson of the Theron M. Lemly agency in Memphis, and Seymour Block of the Albert G. Schmerge agency in New York City, were presented awards as company

leaders in volume and in earnings, respectively.

Harry A. Freiberg Jr., New Orleans, was presented two awards in recognition of his achievements as company leader in volume and earnings among first-year representatives.

The second-year leaders who received awards for their achievements were Jerald D. O'Koon, Columbus, Ohio, for earnings; Don W. Robinson, Detroit, for volume; and Gary A. Albrecht, Detroit, for lives.

Mrs. Zerline Williams, of the Maurice Goldstein agency in Charleston,

S. C., received the award as the leading woman representative in earnings.

The "builder award" went to the outstanding supervisor, Owen F. Stoughton of Atlanta.

John A. Graffius, Detroit, received the "duel silver spur award" for writing more life insurance protection than any other agent during the one-month sales campaign known as the "duel."

The group volume award went to Ben P. Stratton, Lansing.

Fourteen were honored as "group millionaire" for writing more than a million dollars of group in 1959.

In '60... either "fish—or cut bait"...

The wonderful new market for greater life insurance sales calls for professional "landing" techniques. There is really only one way to do the job right in the face of today's aggressive competition. You must depend upon up-to-date facts and figures, black on white, for maximum sales-closing authority.

Will Give You a New Degree of Field Sharpness That Will Surprise Even the Most Adept!

You're a cinch to put "clinch" in all of your selling interviews when you use the broad, easy-to-use facts and figures in the 1960 LITTLE GEM. Its 768 pages will be literally packed with new factual, sales-ammunition based on all the latest policies, including the "specials". In a flash you will know

And nothing beats the NEW 1960 LITTLE GEM in that department. Why take a chance on being wrong or not knowing . . . be sure you're right with the real "LIVE" facts in your pocket . . . your 1960 LITTLE GEM!

Group Your Orders and Save!

Many companies make the LITTLE GEM available under co-operative purchase plans. Order

what the other fellow has been offering. You will be ready instantly to spotlight your advantages and back them up with the convincing power of the impartial printed word. It's the professional way to bait the hook and land them all . . . big and little . . . in 1960!



768 Pages Giving Just What You Need! Fully Covering some 220 Companies*

- ✓ Policy Analyses—both provisions and practices
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Ranking Of 752 Companies Given In Order

Life insurance in force at the beginning of 1960 reached \$614,750,259,679 increasing 9.8% over that at the beginning of 1959. Ordinary insurance increased 9.6% to total \$365,720,395,145; group increased 12.3%, totaling \$207,166,356,411. Industrial insurance of \$41,863,508,123 showed a slight increase of .5%.

The beginning of 1960 saw 83 companies with over \$1 billion in force, six companies having reached this goal in 1959—Allstate, Security Life & Trust, Credit Life, Ohio National, Great Southern and Union Mutual.

Big advances in rank among the first 100 companies were made by American National, Mutual Benefit, Cuna Mutual, Republic National, Allstate, American United, Credit Life, Cavalier Life and Knights Life. Sharp increases or decreases in group or credit insurance are often a factor in changing the ranking position of a company.

Several Events Scheduled For National Life Of Vt. New Home Office Building

The new home office building of National Life of Vermont will be the scene of several special events prior to its formal dedication Oct. 11.

On June 8 there will be an open house for construction personnel and suppliers. The home office staff will occupy the new building on July 11, and they, their families and retired employees will attend a "family Sunday" July 24. On July 15, 500 members of the field force will visit the home office, traveling by special train from Montreal, where general agents and President's Club members will be holding their annual conference.

A "neighbors night" for 150 families living in the vicinity of the new home office will be held Aug. 22, and on Aug. 27 a press-radio preview of the building is scheduled. There will be open house Sept. 17-18.

Western Of Helena Reaches Half Billion In 50th Year

Insurance in force of Western Life of Helena reached the half billion mark in March when the company observed its golden anniversary. Agents wrote \$14 million of new business during the month and a single day's work netted \$5 million during the "Leap Year Blitz" sales contest Feb. 29.

President R. B. Richardson predicted that the company would have \$1 billion in force within five years.

New Indiana Company

Incorporation papers have been filed for the establishment at Angola, Ind., of a mutual life company to be titled the National Heritage Life. A board of directors has been selected.

The company is being organized under the leadership of Donald E. Putt, president, who has been in the life business since 1946 when he started with Northwestern Mutual.

B.M.A. Quarterly Sales Up 8.2%

New business of Business Men's Assurance in the first quarter amounted to \$103,800,851, an increase of 8.2% over a year ago. Insurance in force totaled \$1,785,376,788. A year ago it was \$1,573,553,033 and at the beginning of 1960 it amounted to \$1,734,989,149.

1960	1959	Figures in right hand column include industrial and group if written	Total Insurance In Force \$	1960	1959	Total Insurance In Force \$
1	1	Metropolitan	90,002,863,337	62	60	North Amer., Canada Group
2	2	Industrial Group	9,567,295,250	63	64	303,655,788
3	3	Prudential	34,458,528,330	64	78	1,475,142,717
4	4	Industrial Group	76,874,336,111	65	63	824,012,698
5	5	Equitable, N. Y.	21,776,637,739	66	66	1,106,509,119
6	6	Travelers	35,621,570,493	67	71	611,500
7	7	Group	21,041,519,980	68	65	564,890,728
8	8	John Hancock	25,172,367,531	69	67	284,625,125
9	9	Industrial Group	19,402,298,531	70	72	1,348,386,917
10	10	Industrial Group	24,226,275,521	71	68	239,675,023
11	12	Aetna Life	2,727,522,895	72	69	203,413,628
12	11	Group	18,535,196,600	73	70	Commonwealth, Ky.
13	14	New York Life	22,333,356,657	74	73	Industrial Group
14	13	Group	3,075,374,168	75	77	319,744,555
15	15	Connecticut General	10,522,576,305	76	79	135,614,192
16	16	Group	6,461,927,104	77	83	84,125,198
17	17	Northwestern Mutual	9,898,077,523	78	74	328,200,900
18	18	Group	9,830,363,210	79	76	233,968,708
19	21	Lincoln National	1,723,208,677	80	75	Fidelity Mutual, Pa.
20	22	Group	9,049,421,568	81	80	Group
21	23	Occidental, Cal.	3,598,738,311	82	82	8,448,975
22	24	Group	3,319,079,055	83	84	1,225,980,621
23	25	Mass. Mutual	1,354,824,708	84	90	429,157,830
24	26	Group	685,937,381	85	85	1,156,704,571
25	27	Mutual of N. Y.	7,394,072,769	86	87	1,278,626,015
26	28	Group	6,582,896,682	87	88	387,641,317
27	29	Continental Assur.	6,190,194,657	88	86	Monumental Life, Md.
28	30	Group	3,824,502,236	89	89	Group
29	31	American L. & A.	5,616,428,866	90	81	753,094,340
30	32	Industrial Group	2,878,068,654	91	92	1,118,280,50
31	33	Group	72,816,020	92	111	Credit Life, Ohio
32	34	London Life, Can.	5,228,948,597	93	93	1,111,800,00
33	35	Industrial Group	560,782,554	94	94	1,090,846,51
34	36	Group	1,025,047,526	95	95	1,118,280,50
35	37	American Natl., Texas	5,020,795,323	96	96	1,026,599,61
36	38	Industrial Group	1,451,834,782	97	97	142,434,629
37	39	Group	854,808,383	98	98	580,322,773
38	40	Mutual Benefit, N. J.	285,258,185	99	99	980,411,21
39	41	Group	4,910,362,116	100	101	944,352,475
40	42	Cuna Mutual, Wis.	4,946,196,378	101	101	295,290,220
41	43	Group	36,772,830	102	102	939,482,66
42	44	Western & Southern	4,993,650,374	103	103	96,301,944
43	45	Industrial Group	1,886,421,094	104	104	897,441,34
44	46	Conn. Mutual	205,898,389	105	105	1,018,478,257
45	47	Group	7,300,818	106	106	508,765,947
46	48	Great-West, Canada	3,774,942,986	107	107	17,257,000
47	49	Group	1,467,078,693	108	108	692,554,19
48	50	Franklin Life	3,596,243,114	109	109	688,697,93
49	51	Canada Life	3,557,052,521	110	110	153,770,358
50	52	Group	1,272,027,431	111	111	114,620,583
51	53	Bankers, Iowa	3,549,394,147	112	112	864,068,54
52	54	Group	1,580,074,913	113	113	15,313,300
53	55	Manufacturers, Canada	3,181,578,430	114	114	746,362,46
54	56	Group	273,765,457	115	115	669,565,647
55	57	General American, Mo.	3,153,329,623	116	116	738,203,40
56	58	Group	2,321,186,723	117	117	373,415,991
57	59	State Mutual, Mass.	2,957,498,392	118	118	7,486,125
58	60	Group	616,577,267	119	119	146,355,650
59	61	Mutual Life, Canada	2,924,227,048	120	120	708,834,983
60	62	Group	2,864,479,068	121	121	508,765,947
61	63	Union Central, Ohio	1,011,230,793	122	122	17,257,000
62	64	Group	2,689,374,417	123	123	692,554,19
63	65	Pacific Mutual, Cal.	1,421,495,018	124	124	688,697,93
64	66	Group	2,683,286,159	125	125	153,770,358
65	67	Cal.-Western States	2,626,877,755	126	126	114,620,583
66	68	Group	1,433,740,300	127	127	864,068,54
67	69	Provident L. & A., Tenn.	2,565,687,421	128	128	873,415,991
68	70	Group	1,866,032,817	129	129	234,880,500
69	71	National Life, Vt.	2,465,035,156	130	130	247,991,502
70	72	Group	357,449,481	131	131	363,667,415
71	73	Minnesota Mutual	2,450,157,918	132	132	11,966
72	74	Group	2,429,432,888	133	133	235,273,071
73	75	Confederation, Canada	2,317,013,765	134	134	641,162,395
74	76	Group	2,272,240,488	135	135	336,850
75	77	Crown Life, Canada	540,222,958	136	136	673,410,739
76	78	Group	118,251,267	137	137	661,764,303
77	79	Northwestern Natl., Minn.	2,200,462,418	138	138	162,179
78	80	Group	873,531,618	139	139	367,489,000
79	81	Home Life, N. Y.	2,113,530,691	140	140	247,991,502
80	82	Group	409,311,757	141	141	363,667,415
81	83	United Benefit, Neb.	2,047,371,730	142	142	11,966
82	84	Industrial Group	520,586	143	143	235,273,071
83	85	Southwestern Life, Texas	1,973,634,210	144	144	641,162,395
84	86	Group	487,078,928	145	145	358,924,499
85	87	Jefferson Standard, N. C.	1,918,487,658	146	146	593,818,492
86	88	Group	1,799,352,181	147	147	673,410,739
87	89	Life & Casualty, Tenn.	767,704,740	148	148	162,179
88	90	Group	151,069,724	149	149	554,621,061
89	91	Acacia Mutual, D. C.	1,783,777,217	150	150	173,161
90	92	Group	9,922,000	151	151	548,315,991
91	93	Guardian Life, N. Y.	1,778,296,943	152	152	545,872,771
92	94	Group	138,765,451	153	153	58,502,517
93	95	Washington Natl., Ill.	1,773,304,734	154	154	315,968,674
94	96	Industrial Group	475,423,845	155	155	128,268,583
95	97	Group	598,904,493	156	156	25,431,378
96	98	Life of Georgia	1,734,989,149	157	157	534,130,214
97	99	Group	1,004,073,483	158	158	286,785,267
98	100	Group	156,037,459	159	159	19,068,278
99	101	Business Men's, Mo.	1,721,352,184	160	160	529,461,485
100	102	Group	1,719,199,405	161	161	32,716,499
101	103	Liberty Natl., Ala.	1,676,109,717	162	162	523,063,781
102	104	Group	883,412,072	163	163	342,746,000
103	105	Pilot Life, N. C.	1,603,473,827	164	164	
104	106	Group	284,778,643	165	165	
105	107	Industrial Group	1,629,208,718	166	166	
106	108	Group	1,597,892,351	167	167	
107	109	Life & Casualty, Tenn.	1,560,478,750	168	168	
108	110	Group	82,914,084	169	169	

Order Of Total Life Insurance In Force

Total Insurance In Force	1960	1959	Total Insurance In Force	1960	1959
1,537,745,121			521,706,397	180	175
1,475,142,711	120	134	Natl. Old Line, Natl. Equity Group	2,236,499	521,254,542
1,376,454,746	121	112	Columbus Mutual, Ohio	516,596,017	516,596,017
1,373,557,211	122	116	Security Mutual, N. Y. Group	105,374,900	509,497,954
1,369,982,221	123	122	Guarantee Mut., Neb.	501,876,377	501,876,377
1,348,386,911	124	124	Continental Amer., Del. Group	9,877,442	488,985,222
1,326,157,431	125	124	Atlantic Life, Va.	63,065,133	488,024,853
1,288,099,461	126	120	Industrial Group	2,602,650	199,721,533
1,278,826,011	127	129	Equitable Life, D. C. Industrial Group	3,065,875	488,093,687
1,240,652,011	128	128	Western Life, Mont. Group	53,815,288	486,363,224
1,225,980,621	129	130	Fidelity Union, Tex. Group	28,020,277	485,348,457
1,156,704,371	130	130	Boston Mutual Industrial Group	139,225,122	478,931,615
1,151,420,911	131	125	Ohio State Group	139,301,500	482,334,035
1,118,280,581	132	136	Philadelphia Life Group	60,651,322	451,788,268
1,111,800,601	133	126	Southern Farm Bur., Miss. Group	36,738,914	438,438,144
1,072,606,651	134	133	Beneficial Life, Utah Group	9,713,116	467,924,304
1,028,936,141	135	127	Federal L. & C., Mich. Group	31,998,287	455,541,619
994,352,471	136	131	Indianapolis Life Group	210,955,370	451,788,268
939,482,661	137	138	Teachers Ins. & Ann., N. Y. Group	28,240,385	438,438,144
900,846,511	138	139	Farm Bureau, Ia. Group	3,595,000	430,429,158
890,820,231	139	154	Capitol Life, Colo. Group	289,597,027	422,301,039
864,068,541	140	148	Baltimore Life, Md. Group	175,746,639	422,274,828
846,362,161	141	147	United Services, D. C. Group	3,319,450	415,632,940
846,362,161	142	148	Bankers Security, N. Y. Group	337,624,266	415,370,938
846,362,161	143	144	Michigan Life Group	339,257,206	414,416,527
846,362,161	144	144	United L. & A., N. H. Group	34,666,522	410,662,684
846,362,161	145	137	Midland Mutual, Ohio Group	3,327,500	399,889,555
846,362,161	146	141	Savings Bank, N. Y. Group	50,021,590	397,966,959
846,362,161	147	141	Durham, N. C. Group	154,664,943	391,385,885
846,362,161	148	146	Security Benefit, Kans. Group	3,967,000	3,967,000
846,362,161	149	145	Monarch Life, Canada Group	86,082,079	387,612,369
846,362,161	150	152	State Capital, N. C. Group	72,337,806	382,739,345
846,362,161	151	153	National Life, Canada Group	245,510,581	373,168,904
846,362,161	152	149	Carolina Life, S. C. Group	42,105,412	356,704,315
846,362,161	153	143	Central Standard, Ill. Group	890,000	355,902,733
846,362,161	154	151	Northern Life, Wash. Group	36,430,601	346,181,349
846,362,161	155	155	North American, Ill. Group	5,023,657	341,465,331
846,362,161	156	288	Piedmont Southern, Ga. Group	234,540,020	340,676,910
846,362,161	157	196	Coastal States, Ga. Group	50,865,104	338,817,629
846,362,161	158	158	Federal Life, Ill. Group	102,293,477	338,389,941
846,362,161	159	242	Pacific Fidelity Group	328,794,162	337,671,104
846,362,161	160	150	Life of N. A., Pa. Group	186,975,143	330,029,917
846,362,161	161	158	Constitution, Ill. Group	3,195,006	324,297,288
846,362,161	162	179	Industrial Group	196,714,967	319,826,276
846,362,161	163	181	American Bankers, Fla. Group	29,973,400	72,625,304
846,362,161	164	193	Farmers New World, Wash. Group	49,875,676	318,734,413
846,362,161	165	160	American Life, Ala. Group	169,102,245	316,967,506
846,362,161	166	160	Ben. Assn. Riwy. Emp. Group	268,645,403	315,694,413
846,362,161	167	157	American Mutual, Ia. Group	27,619,500	315,523,527
846,362,161	168	165	Home Life, Pa. Group	132,273,639	313,923,599
846,362,161	169	162	Industrial Group	4,057,000	312,083,244
846,362,161	170	182	State Life, Ind. Group	1,275,000	311,939,033
846,362,161	171	161	Reliable Life, Mo. Group	246,330,362	311,015,326
846,362,161	172	163	Mutual Service, Minn. Group	2,896,500	310,112,923
846,362,161	173	164	Amicable Life, Texas Group	203,156,417	305,107,816
846,362,161	174	159	Northern Life, Canada Group	697,032	304,689,115
846,362,161	175	183	Home Security, N. C. Group	6,000,598	300,498,559
846,362,161	176	170	Industrial Group	107,501,419	295,565,929
846,362,161	177	176	Atlas, Okla. Group	21,840,511	293,434,888
846,362,161	178	169	Standard L. & A., Okla. Group	165,200,141	289,906,905
846,362,161	179	168	Standard Life of South, Miss. Group	149,600,983	284,519,761
846,362,161	180	176	Alliance Mutual, Canada Group	197,163,537	289,625,737
846,362,161	181	169	Occidental Life, N. C. Group	84,832,666	284,519,761
846,362,161	182	168	World Ins., Neb. Group	139,502,655	284,519,761

LIFE INSURANCE EDITION

Speakers Announced For N. E. Management Conference May 13-14

The program has been set for the two-day New England management conference, sponsored by the New England General Agents & Managers Assn., May 13-14 at the New Ocean House, Swampscott, Mass.

Keynote speaker will be George P. Hitchings, economist for Ford Motor Co., who will talk on possibilities in the coming decade.

Other speakers will be Robert K. Rollf, Sylvania Electric Systems, Waltham, Mass., "Finding a Substitute for People"; Raymond C. Johnson, vice-president in charge of marketing, New York Life, "Don't Sell Selling Short in 1960"; Carr R. Purser, general agent of Penn Mutual Life in New York City, "Performance in Progress"; Clifton E. Reynolds, New England superintendent of Prudential, "Responsibilities of a District Manager," and Elmer L. Demerest, Boston manager of New York Life, moderator of the meeting.

Panel Speakers Listed

In a panel discussion on "Trade Secrets" will be Robert B. Whittemore, general agent in Boston of Connecticut Mutual; John P. Meehan, Boston manager for Mutual of New York; William B. Smith Jr., agency manager in Springfield, Mass., for Equitable Society, and Joseph F. Penna, John Hancock manager at Lynn, Mass.

Elmer L. Nicholson, 2nd vice-president of Connecticut General Life, will end the meeting with a talk called "Give Me Stout-Hearted Men."

View Film On Forand Bill Bite-At-A-Time Technique

The "bite-at-a-time" technique of socialized medicine proponents was demonstrated in a slide-film at the April meeting of Chicago A&H Assn. The film, "A Matter of Choice," is being distributed by American Medical Assn. to illustrate the danger of the Forand bill.

Quoted in the presentation were such spokesmen for socialized medicine as Walter Reuther, United Auto Workers president, and Mrs. Evelyn M. Burns, head of the National Conference on Social Welfare, who espoused the Forand legislation as a step toward a national compulsory health insurance program.

Attacks Forand Bill

Following the film, members were brought up to date on the status of the presently-stymied Forand bill by E. H. O'Connor, managing director of Insurance Economics Society. He attributed the Forand setback largely to protest mail to congressmen. Also, he urged his listeners to (1) ask their congressmen not to sign the discharge petition to get the bill out of committee, and (2) to request their Senators to reject any measure that embodies the principles of the Kennedy, Humphrey and Morse bills, which are akin to Forand thinking.

John Hancock Paid-For Ordinary Increases 6.2% In First Quarter

John Hancock sales of paid-for ordinary life during the first quarter amounted to \$565 million, an increase of 6.2%. Total paid for life sales during the first three months was \$713 million. Group sales amounted to \$97 million and industrial sales were \$51 million.

American National Has Guaranteed Insurability Mortgage Term Riders

American National is offering a guaranteed insurability rider which can be added to any permanent life or endowment plan not maturing before age 40. The rider permits exercise of the option to secure additional insurance without evidence of insurability (except in three states) on the anniversary of the policy in any one of six 3-year option periods starting at age 22. Maximum amount is face of basic policy or \$10,000, whichever is the lesser. Commissions are the same as applicable to the policy to which the rider is attached.

Effective April 15, American National's mortgage term riders are being issued in conjunction with any life or endowment plan with premium paying period equal to or longer than the duration of the rider. The riders add insurance in the ratio of \$3,000 reducing term for each \$1,000 of the carrier policy and are available to cover 10, 15, 20, 25, and 30 year mortgages or other needs for reducing term in addition to permanent protection needs. Formerly these riders had been restricted to ordinary plans. Commission to agent is at the same scale applicable to the carrier policy.

In a number of states the company is giving guaranteed renewable status to its major medical expense policies and reducing the deductible to \$50 in lieu of the usual \$250 to \$750 scale.

Measure Would Give R. I. Employees Group Life Cover

A bill to make state employees eligible for low-cost group life coverage has been introduced in the Rhode Island legislature.

Under the law, all regular state workers would be permitted to join a private plan and purchase coverage up to the value of their annual salaries at a premium rate not to exceed 12.5 cents a week for \$1,000 of coverage. The state would make up any difference between worker contributions and life company premium rates, and the bill calls for a \$25,000 appropriation for this purpose.

San Antonio CLUs Meet

Pension and profit sharing plans were demonstrated by Julius Stein, broker, at the April meeting of San Antonio chapter of CLU. He explained the plans in relationship to life insurance and the advantages to the employer, and he pointed out that some employees may enjoy increased benefits when other employees drop out.

Johnson Head Of Liaison Group

Membership of the General Agents Advisory Council of Equitable Life of Iowa is led by C. T. Johnson, Grand Rapids, as 1960 master agency builder. H. W. Ehrsam, Portland, Ore.; H. S. Bell, Seattle, and H. A. Hedges, Kansas City, qualified as president, vice-president, and immediate past president, respectively, of the Organization Club. Appointed, in addition, are: R. L. Boyd, Kokomo; J. D. Hopper, Harrisburg; and R. C. Johnson, Madison.

The council meets with home office officials and serves as a working liaison between the field and the home office concerning mutual interests.

Boston Mutual Life Reaches \$500 Million In-Force Figure

Boston Mutual Life has reached \$500 million in insurance in force. The figure was attained two months in advance of the date originally forecast.

1960	1959	Total Insurance In Force \$	1960	1959	Total Insurance In Force \$	1960	1959
265		Oil Industries, Tex.	376		Union Natl. Life, La.	56,615,80	485
266		Midwest Life, Neb.	376		Industrial	47,496,979	485
267		Brotherhood Mutual, Ind.	377		National Security, Ala.	56,062,40	486
268		Family Fund, Ga.	378		Industrial	21,589,718	487
269		Industrial	113,676,990		Citizens Life, N. Y.	55,972,00	488
270		South Coast, Tex.	379		Guaranty Income, La.	55,825,80	488
271		Century Life, Tex.	380		International Fid., Tex.	55,622,70	489
272		United American, Colo.	381		Pilgrim H. & L., Ga.	54,996,00	490
273		La Solidarite, Canada	382		Industrial	39,490,417	491
274		National Burial, Tenn.	383		Southern Equit., Ark.	54,769,20	492
275		Pioneer American, Tex.	384		Consumers Life, Mo.	54,583,70	493
276		Northwestern, Wash.	385		Atlantic Coast, S. C.	54,083,50	494
277		Ky. Home Mutual	386		Industrial	51,406,865	495
278		Natl. Public Serv., Wash.	386		Protective Life, Neb.	54,081,30	495
279		National Home, Mo.	387		Toronto Mutual, Canada	53,906,40	495
280		Industrial	5,000		Industrial	23,198,783	496
281		Commonwealth L. & A., Mo.	387		Progressive Life, N. J.	53,816,90	497
282		Industrial	113,674,303		Industrial	48,248,983	498
283		Pioneer L. & C., Ala.	388		Ranchers Life, Tex.	53,219,80	499
284		Bankers H. & L., Ga.	389		Continental, Texas	53,034,60	500
285		Industrial	78,776,450		Global Life, Canada	53,008,60	500
286		All Amer. L. & C., Ill.	390		Security-Connecticut	52,624,70	501
287		Union Life, Va.	391		Plymouth Mut., Pa.	52,586,80	502
288		Industrial	85,255,410		American Income, Ind.	52,174,50	503
289		Dominion of Canada Gen.	392		Citadel Life, N. C.	52,067,20	504
290		Universal, Tenn.	393		Cherokee Life, Tenn.	51,433,70	505
291		Industrial	88,829,490		Industrial	42,088,825	506
292		National American, La.	394		Homesteaders Life, Ia.	51,252,30	506
293		Wisconsin Life	395		Industrial	4,409,562	507
294		Farm Family, N. Y.	396		International Serv., Tex.	51,044,72	508
295		Palmetto State, S. C.	397		Independence Life, Cal.	50,951,97	509
296		Industrial	54,764,084		Allied Security, S. C.	50,861,77	509
297		Chicago Metro, Mut., Ill.	398		Industrial	15,778,444	510
298		Industrial	92,183,582		Great Commonwealth, Tex.	50,361,20	511
299		Mutelle-Vie Del U.C.C., Can.	399		Mohawk Life, Del.	50,244,30	512
300		Pioneer Mutual, N. D.	400		Mercantile Security, Tex.	50,167,00	513
301		Aeterna Life Mut. Assur., Can.	401		Equity Life, Ala.	50,117,60	514
302		Industrial	7,253,225		Afro-American, Fla.	50,000,00	514
303		Mid-Continent Life, Okla.	402		Industrial	39,193,370	515
304		Natl. Farmers Union, Colo.	403		Old American, Mo.	50,087,00	516
305		American Founders, Tex.	404		Industrial	343,360	516
306		North Central, Minn.	405		Richmond Life, Va.	49,572,70	518
307		Girard Life, Tex.	406		Maryland Life	49,286,80	519
308		Western States, N. D.	407		American Home, Kans.	49,177,30	520
309		California Life	408		Continental Serv. L. & H., La.	48,946,60	521
310		Industrial	68,077		Time Life, Texas	48,839,30	521
311		Caisse Nationale d'Economie	409		Insurance City, Conn.	48,634,00	522
312		Life of Alabama	410		United Security, Conn.	48,516,75	523
313		Industrial	4,057,147		Trans-American, Tex.	47,938,75	524
314		Amalgamated Labor, Ill.	411		State Mutual, Ga.	47,601,16	524
315		Commercial & Industrial, Tex.	412		Industrial	11,948,219	525
316		Farm Bureau, Mich.	413		Forest Lawn, Calif.	47,024,90	526
317		Stuyvesant Life, Pa.	414		Superior Life, Pa.	46,943,80	527
318		Columbian Mutual, N. Y.	415		Seaboard Life, Fla.	46,839,10	528
319		Industrial	72,040,418		La Survivor, Canada	46,697,40	529
320		Texas Life	416		Sunset Life, Wash.	46,319,80	530
321		Universal L. & A., Tex.	417		Federated Security, Utah	45,938,70	531
322		Industrial	74,128,467		Security Life, Ga.	45,530,70	532
323		Industrial	91,482,868		Industrial	40,095,843	533
324		Kansas Farm Life	418		National Farm, Tex.	45,477,30	535
325		Commercial, Canada	419		Public Savings, S. C.	45,414,60	536
326		Olympic National, Wash.	420		Industrial	38,874,259	537
327		Western Farm Bureau, Colo.	421		Guardian Unds., Tex.	45,265,11	538
328		Praetorian Mutual	422		Booker T. Washington, Ala.	45,213,50	539
329		Girardian, Texas	423		Industrial	39,249,264	540
330		Kennesaw L. & A., Ga.	424		Coastal Plain, N. C.	45,099,40	541
331		Guaranty Life, Tex.	425		Industrial	18,863,903	542
332		Home Owners, Fla.	426		Southern United, Ala.	44,897,30	543
333		American Empire, Texas	427		Industrial	35,142,067	543
334		Lifeeco, Seattle	428		Central Plains, Kans.	44,831,65	544
335		Bankers Service, Okla.	429		Washington Life, La.	44,211,90	544
336		United American, Ga.	430		University Natl. Life, Okla.	44,073,60	545
337		Resolute Credit, Conn.	431		American Republic, Ia.	43,764,80	546
338		Pierces, Cal.	432		Central Life, N. C.	43,721,80	547
339		Industrial	1,848,621		Southern Provident, Tex.	43,190,87	548
340		Investors Syndicate, Minn.	433		Farm & Home Life, Ariz.	43,102,38	549
341		State Reserve, Tex.	434		Eureka Life, Tex.	43,011,72	550
342		Ministers L. & C., Minn.	435		Cotton States L. & H., Ga.	42,954,30	551
343		Canadian Premier	436		Independence L. & A., Ky.	42,853,00	553
344		Cal-Farm Life, Cal.	437		Industrial	4,146,426	554
345		Horace Mann Life, Ill.	438		Zurich	42,547,50	554
346		Nebraska National	439		Church Life, N. Y.	42,254,60	555
347		Southern States, Tex.	440		Provident Indem., Pa.	42,255,88	556
348		Fidelity Life, Canada	441		Industrial	16,341,725	557
349		Mammot L. & A., Ky.	442		Automotive, La.	42,042,31	557
350		Industrial	56,880,956		Industrial	31,478,096	557
351		Gibraltar Life, Tex.	443		Mutuel des Employes, Can.	41,943,55	558
352		Commercial Life, Ariz.	444		First National, Ariz.	41,637,07	559
353		First United, Ind.	445		First Security, Tex.	41,622,82	560
354		Prof. & Bus. Men's, Colo.	446		Magnolia Life, La.	41,111,17	561
355		Maritime Life, Canada	447		Industrial	37,366,319	561
356		Inter-Ocean, Ohio	448		Great Fidelity, Ind.	40,993,03	562
357		Industrial	30,366,861		Merit Life, Ind.	40,900,68	562
358		Loyal Protective, Mass.	449		Consolidated General, Tex.	40,746,615	563
359		National L. & C., Ariz.	450		United Founders, Okla.	40,631,535	564
360		Detroit Mutual	451		Farm Bureau, Mo.	40,547,28	565
361		Industrial	63,022,118		Life of Kentucky	40,537,514	566
362		Sentry Life, Wis.	452		Guarantee Reserve, Ind.	40,234,388	567
363		Public Life, Mo.	453		Industrial	668,358	568
364		Continental Amer., Tex.	454		Austin Life, Tex.	40,189,97	569
365		Industrial	11,959,250		Key Life, Mo.	40,020,82	570
366		Postal L. & C., Mo.	455		Cherokee Credit, Ga.	39,962,74	571
367		Industrial	35,764,227		Harrison Natl. Life	39,233,64	572
368		Bankers Mutual, Ill.	456		Guaranty Life, Fla.	38,863,94	573
369		Provident Assur., Canada	457		Federated Life, Minn.	38,709,41	574
370		Industrial	90,851		Western Life, Canada	38,571,82	575
371		Great Lakes Mut., Mich.	458		Amer. Foundation, Ark.	38,373,38	576
372		Industrial	43,697,477		American Family, Wisc.	37,843,28	577
373		Pyramid Life, Kans.	459		Northern Founders, N. D.	37,798,30	578
374		Old Dominion, Va.	460		State National, La.	37,693,292	578
375		Industrial	42,434,295		Association Ins., Wis.	37,689,650	579
376		Calhoun Life, S. C.	461		Life of Alberta, Can.	37,298,178	580
377		Industrial	14,201,833		Continental L. & A., Ida.	37,203,131	581
378		Philadelphia-United	462		Industrial	160,677	581
379		Industrial	47,233,165		Mut. 134 I. B. E. W., Ill.	36,803,000	582
380		National Bankers, Tex.	463		Peoples Protec. Tenn.	36,537,472	583
381		United Home Life, Ind.	464		Industrial	18,320,288	583
382		Surety Life, Utah	465		Globe Life & Acc., Okla.	36,268,92	584
383		Lincoln Mutual, Neb.	466		American Investors, Tex.	36,233,82	585
384		Empl. Mut. Ben. Assn., Minn.	467		Valley Forge, Pa.	35,152,73	586
385		Illinois Mid-Continent	468		Ins. Co. of Oregon	35,120,84	587
386		Mid-American, Texas	469		Producers Life, Ariz.	36,042,28	588
387		Texas Reserve	470		Group Health Mut., Minn.	35,859,938	588
388		Rushmore Mutual, S. D.	471		Union Security, Ga.	35,859,763	589
389		Great Northwest, Wash.	472		American Life, N. Y.	35,645,915	589
390		Rural Security, Wis.	473		Victory Mutual, Ill.	35,298,182	590
391		Puritan Life, R. I.	474		Treasure State, Mont.	35,024,641	591
392		United Pacific, Wash.	475				

Total Insurance In Force	1960	1959	Total Insurance In Force	1960	1959
\$ 56,615,81	485		Southern National, La.	34,364,561	597
**56,624,48	486		Industrial	29,481,569	598
Acme United, Ga.	487		34,302,346	599	598
Detroit Metro. Mut. Mich.	488		33,884,054	600	600
Industrial	489		30,259,000	601	602
Grange Mutual, Ida.	490		33,594,622	602	
National Investors, La.	491		33,425,937	603	
Old American, Wash.	492		33,303,851	604	
Old National, Tex.	493		33,277,835	605	
Delta Life, La.	494		33,101,966	606	
Industrial	495		30,651,229	607	
Philanthropic Mutual, Pa.	496		*33,031,748	608	
Service Ins. of Ala.	497		*32,975,842	609	
Acme Life, La.	498		32,880,054	610	
Industrial	499		30,945,489	611	
Amer. Guaranty, N. C.	500		32,765,739	612	
Hawaiian Life	501		**32,672,592	613	
Southeastern Life, Miss.	502		**32,616,732	614	
United Mutual, N. Y.	503		32,395,976	615	
Industrial	504		13,255,732	616	
Intercoast Mutual, Cal.	505		*32,358,241	617	
Sentinel Life, Tex.	506		*32,260,825	618	
Columbian Mutual, Tenn.	507		32,240,638	619	
Union Life, Canada	508		31,978,028	620	
New South Life, S. C.	509		31,885,000	621	
Reliance Mutual, Ill.	510		*31,347,015	622	
Industrial	511		46,478	623	
Citizens Home, Va.	512		*31,302,646	624	
Associates Life, Ind.	513		*31,296,391	625	
Surety Life, S. C.	514		*31,211,763	626	
Industrial	515		17,196,311	627	
Life Protection, Tex.	516		*30,821,197	628	
Florida-Georgia Internat.	517		*30,784,194	629	
Interstate Life, N. J.	518		*30,556,735	630	
Western Security, Okla.	519		*30,522,369	631	
National Western, Colo.	520		30,482,716	632	
Georgia Life & Health	521		*30,428,499	633	
Industrial	522		1,034,890	634	
First American, Tex.	523		*30,393,180	635	
Tidelands Life, La.	524		30,350,948	636	
Associated Credit, Tex.	525		*30,064,312	637	
Grand Pacific, Hawaii	526		*30,047,180	638	
Western Republic Life, Tex.	527		29,952,842	639	
Family Security, Tex.	528		29,775,596	640	
Industrial	529		25,833,175	641	
Mercury Life, Mo.	530		*29,687,202	642	
Tennessee Valley, Tenn.	531		*29,559,893	643	
Conger Life, Fla.	532		*29,546,783	644	
Industrial	533		24,820,375	645	
Life Companies, Inc., Va.	534		29,489,503	646	
Great Southwest, Ariz.	535		*29,443,250	647	
Southwest Reserve, Tex.	536		*29,392,545	648	
Fireside Commercial, La.	537		*29,196,615	649	
Swanee Life, Fla.	538		*28,852,567	650	
Universal L. & A., Okla.	539		*28,697,801	651	
Great Southwest, Tex.	540		28,603,707	652	
American Fidelity, Fla.	541		28,602,429	653	
Life of North Carolina	542		*28,585,862	654	
Lee National, La.	543		*28,510,337	655	
Early American, Ga.	544		28,228,042	656	
Union Reserve, N. D.	545		27,997,521	657	
All States, Texas	546		*27,959,000	658	
League Life, Mich.	547		*27,764,347	659	
American Travelers, Ind.	548		*27,517,270	660	
Carolina Home, N. C.	549		*27,468,100	661	
Central State, La.	550		27,391,668	662	
Industrial	551		23,910,977	663	
Rocky Mountain, N. M.	552		*27,112,924	664	
George Washington, W. Va.	553		*26,942,999	665	
Federal Old Line, Wash.	554		26,824,628	666	
Industrial	555		38,188	667	
Domestic L. & A., Ky.	556		26,734,152	668	
Industrial	557		22,513,032	669	
American Bankers, Tex.	558		26,480,648	670	
First Continental L. & A.	559		*26,403,833	671	
Educators Ins., Cal.	560		*26,287,830	672	
Kanawha Ins. Co., S. C.	561		*26,171,750	673	
Charter National Life, Mo.	562		*26,169,821	674	
Western Life, Mo.	563		*26,068,728	675	
Consumers National, Ind.	564		*25,936,532	676	
National Investors, Ark.	565		*25,625,833	677	
Natl. Life of Amer., S. D.	566		25,369,265	678	
Citizens Standard, Tex.	567		25,298,252	679	
Industrial	568		22,814,765	680	
Self Help Mutual, Ill.	569		24,941,795	681	
Central Life, Fla.	570		24,710,998	682	
Industrial	571		20,871,862	683	
Independent Life, Ark.	572		24,585,117	684	
Independent Life, Md.	573		*24,510,340	685	
Industrial	574		14,148,657	686	
American Home, S. C.	575		*24,476,215	687	
United Security, Ala.	576		*24,274,261	688	
Industrial	577		2,045,597	689	
Citizens L. & C., Cal.	578		*24,140,625	690	
Citizens National, Ind.	579		24,076,617	691	
Rabenhorst Ind. Life, La.	580		*24,059,402	692	
Great American, Kan.	581		23,913,819	693	
Consumers Credit, Md.	582		23,784,539	694	
Manhattan Mutual, Kans.	583		23,719,112	695	
American Frontier, Tenn.	584		*23,710,402	696	
Audubon Life, La.	585		*23,585,167	697	
Transport Life, Texas	586		*23,530,627	698	
American Liberty, Miss.	587		*23,428,838	699	
Columbia General, Tex.	588		*23,397,256	700	
Greater Mississippi Life	589		23,290,962	701	
Industrial	590		13,198,045	702	
Wabash Life, Ind.	591		23,202,319	703	
Sturdilant Life, N. C.	592		23,105,748	704	
Universal Guaranty, Tex.	593		23,009,697	705	
Midwestern Security, Tex.	594		*22,861,191	706	
Textile General, S. C.	595		*22,710,214	707	
Industrial	596		7,102,037	708	
Southwest American, Tex.	597		*22,581,001	709	
Universal American, Ga.	598		*22,534,663	710	
Industrial	599		250,763	711	
Capital Reserve Life, Mo.	600		22,455,227		
Christian Mutual, N. H.	601		22,407,567		
Industrial Life, Pa.	602		22,379,861		
Industrial	603		20,550,301		
American Capitol, Tex.	604		22,244,418		
Stonewall Jackson, La.	605		*22,220,599		
Life of Louisiana	606		*22,146,507		
First Colony, Va.	607		*22,131,966		
Emergency Aid, Ala.	608		22,123,568		
Industrial	609		21,284,536		
Employers Life, Ala.	610		*21,874,516		
Industrial	611		34,550		
Bankers Trust, Ariz.	612		21,800,395		
Southern Colonial, S. C.	613		21,759,413		
Life Assur. Co. of Pa.	614		*21,684,468		
Standard Life & Cas., S. C.	615		*21,131,162		
Industrial	616		515,449		
Gulf Union, La.	617		*20,815,597		
Southern National, Tex.	618		20,773,278		
American Life & Cas., N. D.	619		23,601,506		

Total Insurance In Force	1960	1959
\$		
Old Faithful, Wyo.	597	598
Southern Life & Sur., Miss.	598	599
Western General, Tex.	600	601
Unity Life, Tenn.	601	602
Interstate Life, Tex.	602	603
Louisiana Life	603	604
Industrial	604	605
Capitol Co-Operative, Colo.	605	606
Industrial	606	607
Reliance Natl. Life, Utah	607	608
East Coast Life, S. C.	608	609
Home Security, Okla.	609	610
Empire Life, Ark.	610	611
Great Plains, Tex.	611	612
Atlantic National, Ala.	612	613
Pilgrim Life, Ind.	613	614
Great Lakes, Ill.	614	615
Fidelity Standard, La.	615	616
Kilpatrick Life, La.	616	617
Western Bankers, Utah	617	618
Great States Life, Ill.	618	619
Industrial	619	620
Twenty-first Century, N. C.	620	621
Home Protective, S. C.	621	622
Western Reserve, Colo.	622	623
American Buyers Ins., Ariz.	623	624
American Founders, Colo.	624	625
Standard Life, La.	625	626
Industrial	626	627
Jacob Schoen & Son, La.	627	628
National Union Life, Ala.	628	629
Family Life, Canada	629	630
Atlas Life, La.	630	631
Lincoln Mut. L.&C., N.D.	631	632
Amer. Republic Life, Miss.	632	633
Peoples Life, La.	633	634
Pacific Western, Utah	634	635
Modern Pioneers, Ariz.	635	636
Cotton States, Ala.	636	637
Howard Life, Colo.	637	638
Protective Life, Ill.	638	639
Union Trust Life, Minn.	639	640
Mothé Life, La.	640	641
Maine Fidelity	641	642
American States, Ind.	642	643
Sovereign States, Tenn.	643	644
Brook's Int'l. L.&C., S. D.	644	645
State Life, S. C.	645	646
Life Underwriters, La.	646	647
Alabama National Life	647	648
Bank Credit Life, Ark.	648	649
General Services, D. C.	649	650
Investors National	650	651
Time Insurance, Wis.	651	652
Arnett-Benson Life, Tex.	652	653
Virginia Mutual Benefit	653	654
Industrial	654	655
Pilgrim National, Ill.	655	656
Union Du Commerce, Canada	656	657
Allied Bankers, Tex.	657	658
United Security, La.	658	659
American Guaranty, Ore.	659	660
Transwestern, Nev.	660	661
Gateway Life, Pa.	661	662
Populaires Academiques, Canada	662	663
Mid-America, Okla.	663	664
Public Fidelity, Pa.	664	665
Winston Mutual, N. C.	665	666
Industrial	666	667
Industrial	667	668
Ideal Life, Texas	668	669
Liberty L. & A., Mich.	669	670
General Life, Wis.	670	671
Security L. & A., Ala.	671	672
Industrial	672	673
Southern Aid Life, Va.	673	674
Industrial	674	675
National A. & H., Pa.	675	676
Industrial	676	677
Professional Ins. Corp., Fla.	677	678
Bankers Fidelity, Ga.	678	679
South Atlantic, Fla.	679	680
Evangeline Life, La.	680	681
Industrial	681	682
New Hemisphere, Utah	682	683
National Public, Del.	683	684
Industrial	684	685
Industrial	685	686
Pioneer National, Kans.	686	687
Natl. College & Univ. Life	687	688
Mid-Continent, Texas	688	689
Security Industrial, La.	689	690
Commercial Standard, Tex.	690	691
American Federal, Ala.	691	692
Industrial	692	693
Union Protective, Tenn.		

		Total Insurance In Force \$
1959	1959	
712	First Life, Texas	**12,701,341
713	National Insurance, N. D.	12,684,207
714	Employers Life, Del.	**12,528,607
715	Midland Empire, Kans.	12,518,871
716	LaFourche Life, La.	**12,510,300
	Industrial	†9,605,232
717	Universal Life & Acc., Ind.	**12,506,704
All Industrial	**Incl. Group	†Figures as of Jan. 1, 1959

Ranking of 35 Fraternal Societies
 Aid Assn., Lutherans \$1,616,771,826
 Lutheran Brotherhood 1,137,891,144
 Knights of Columbus 913,176,024
 Modern Woodmen of Amer. 639,993,230
 Woodmen of the World, Neb. 635,782,930
 Independent Order Foresters 589,164,345
 The Maccabees 508,572,089

	Royal Neighbors of Amer.	Societe L'Assomption, Can.
	Polish Natl. Alliance	270,015,133
	Societe des Artisans, Can.	255,552,831
	Catholic Order Foresters	232,672,116
	Womens Benefit Assn., Mich.	130,154,937
	Woodmen Circle	128,089,506
	Brotherhood R. R. Trainmen	124,714,674
	Polish Roman Cath. Union	106,354,426

Total Ordinary, Industrial, Group In Force Of 717 Life Companies

	Jan. 1, 1959	Jan. 1, 1960
Total Ordinary	\$333,766,718,696	\$365,720,395,145
Total Industrial	41,655,287,264	41,862,508,123
Total Group	184,512,541,960	207,166,356,411
Total All Classes	\$559,934,547,920	\$614,750,259,679

104,911,483
98,409,028
97,566,930
91,966,522
90,764,854
88,129,023
86,658,790
82,536,544

Union du Canada	76,756,02
Protected Home Circle	70,904,96
Women's Cath. Order of Foresters	68,766,84
Ladies Cath. Benev. Assn.	66,447,42
Western Bohemian Frat. Assn.	61,083,21
Editable Res. Assn., Wis.	59,617,88
Canadian Order Foresters	59,400,90
Union St. Jean Baptiste	59,237,37
Ukrainian National	58,121,98
Gleaner Life Ins. Soc.	57,980,26
Sons of Herman, Texas	56,510,50
Catholic Family Life, Wis.	53,333,64

Selection Men To Hold Annual At Pebble Beach

Home Office Underwriters Club of the Western States will hold its annual meeting June 1-2 at Del Monte Lodge, Pebble Beach, Cal. The first day will include speakers on problems of life underwriting and a panel discussion between spokesmen for several inspection companies—American Service Bureau, Retail Credit, Hooper-Holmes Bureau, Information Research.

Speakers for both days are all home office executives and include: Victor H. Watkins, Pacific National Life, club president; William H. Lane Jr., West Coast Life, "The Current Problem of Medical Fees;" John R. Pullman, Occidental Life of California, "The Attending Physician Reports;" John H. Thompson, Metropolitan Life, "The Function of the Actuary in Underwriting;" William H. Fralick, Security L&A., "Financial Underwriting."

Also, William G. Rohlfs, Standard of Oregon, "Underwriting Poor Driving Records;" Kenneth B. Prouty, State Farm Life, "Training the Home Office Underwriter;" Jack Riley, Northwestern Life, "Underwriting Substandard A&S;" Edward Urich, Pacific Mutual Life, "Guaranteed Renewable Loss of Time," and Edward J. Otte, Pacific National Life, "Underwriting Group Life."

The program will close with a business meeting.

'What Is A CLU?' Explains Designation To The Public

A 12-page illustrated booklet entitled "What Is A CLU?" has been published by American Society of CLU. The booklet, which utilizes cartoons and brief copy, is designed as a public relations brochure for CLUs to distribute to their friends, clients, prospects and centers of influence.

It may be ordered from the society's headquarters at 3924 Walnut Street, Philadelphia, at 5 cents each for a minimum order of 100, plus a 50-cent mailing charge. Individual copies may be obtained free of charge by writing to society.

Milwaukee A&S, Life Assn. Meets
 Milwaukee Sickness, Accident & Life Assn. heard Dr. Robert D. O'Connor, medical director of Old Line Life, at the April meeting. He spoke on "Pitfalls in Accident & Sickness Claims."

A Service Guide

CONFIDENTIAL NEGOTIATIONS FOR
SALE OF INSURANCE COMPANIES

Ralph F. Colton

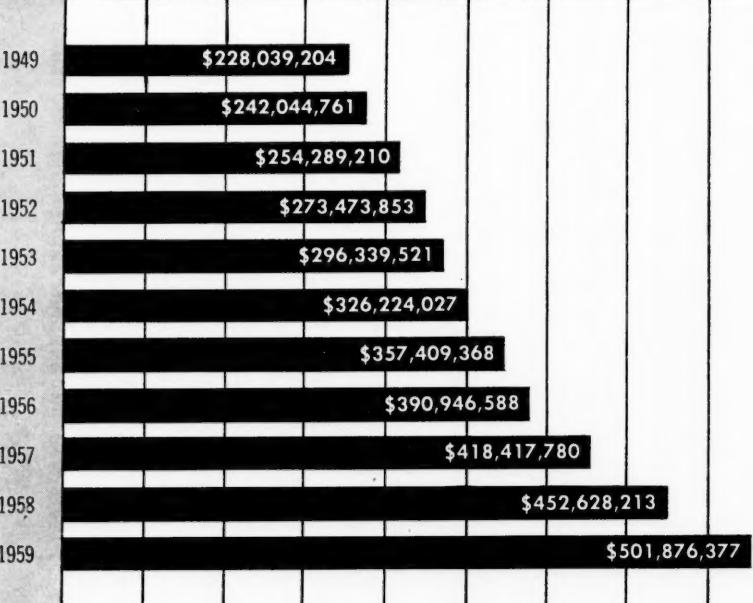
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AT YEAR END: 1959

**Continental
American
life
insurance
in force
exceeds
1/2 billion
dollars**



- **\$501,876,377 insurance in force, more than double the level of ten years ago**
- **New sales of life insurance increased to \$97,406,667, almost quadrupling from 25 million dollars in 1949 and jumping more than 24% over 1958, an increase of about four times the industry average**
- **Average new sale increased to \$17,177, an all-time high and an outstanding increase over 1958 when average policy size was highest in industry**

Proof of Continental American's ability to meet the needs of its clients through low-cost insurance programs of increasing diversity is seen in these outstanding records . . . records which our trained field force established by rendering competent, professional service in developing individual and business insurance programs. Continental American: a fine company in which to be insured, with which to be associated.



Continental American Life Insurance Company

WILMINGTON, DELAWARE

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Home Office Changes

Kansas City Life



O. D. Welch

O. D. Welch, assistant vice-president, has been promoted to vice-president; G. B. Rowan, assistant counsel, to associate counsel; W. K. Hein and C. H. Sasse to assistant controllers; Allan Appell to director of computer service; C. C. Pennington to director of electronic data service and R. B. Snell to claim department supervisor.

Bankers Of Iowa

Vice-president J. C. Archibald has been elected a director.

J. S. Auner, farm field manager, has been appointed field manager of mortgage loans, and R. E. Larson, assistant secretary, is now group secretary. D. F. Carter, who has been group underwriting supervisor, becomes assistant secretary.

General American Life

Group operations have been realigned into two major divisions. R. H. Bennett, former field vice-president in the agency division, has been promoted to vice-president and will head the new group sales division. All other group business will be consolidated in



R. H. Bennett



W. W. Walker

the new group operations division, with R. N. Stabler, assistant vice-president and group actuary, in charge. He is a fellow of Society of Actuaries. Mr. Bennett is a past president of St. Louis CLU chapter, St. Louis Assn. of Life Underwriters and Missouri Assn. of Life Underwriters.

Group business was formerly administered through a single group division headed by W. M. Paris, who has relinquished his vice-presidential post. His future plans are as yet unannounced.

In the agency division, W. W. Walker formerly director of St. Louis agencies, has been promoted to director of agencies and will have responsibility for multiple agency installations in metropolitan centers countrywide. He is currently treasurer of St. Louis General Agents & Managers Assn. He is succeeded in the St. Louis agencies post by J. H. Krull, formerly supervisor of agency development.

Nationwide Life

Dr. D. E. Yochem, medical director since 1936, has been appointed vice-president and medical director.

Academy Life Of Denver

P. E. Huff has been appointed president and Wallace Lundquist vice-president of sales. Mr. Huff has been financial director of National Farmers

Union Life, and Mr. Lundquist has been vice-president of Howard Life of Denver and more recently of Colorado insurance group.

Northwestern National

D. L. Fillmore has been appointed manager of advanced training. He was in the life insurance department of Marsh & McLennan at Minneapolis.

Postal Life

Helen J. Virla, general assistant to the executive department, has been elected assistant secretary. She is the company's first woman officer.

United States Life

W. H. Page, assistant secretary in charge of ordinary claims, and George Brummer, assistant secretary of the company, have been named co-managers of the policy service department, and Walter J. Lyden, claim examiner, becomes manager of the life claims

department. J. E. Sheehan, assistant vice-president in charge of the underwriting department, has been given additional duties as head of the issue department.

Republic National Life

R. L. Dodson has been appointed superintendent of agencies. He began in insurance with General American Life in 1946 at Houston, becoming manager for that company at Shreveport in 1956 and about a year later Guardian Life manager there.



Richard Dodson

assistant director of data processing. Mr. Curtis has also been security analyst with Mutual Benefit Life.

Pacific Mutual

New supervisors are M. F. Kolb, loan accounts, J. D. Abbott, Los Angeles group office; and K. J. McDonough, press relations. Mr. Kolb has been manager of the Santa Ana mortgage loan office, and Mr. Abbott has been a senior clerk.

C. E. Vance has been promoted to supervisor of agencies. He was manager of research and sales development.

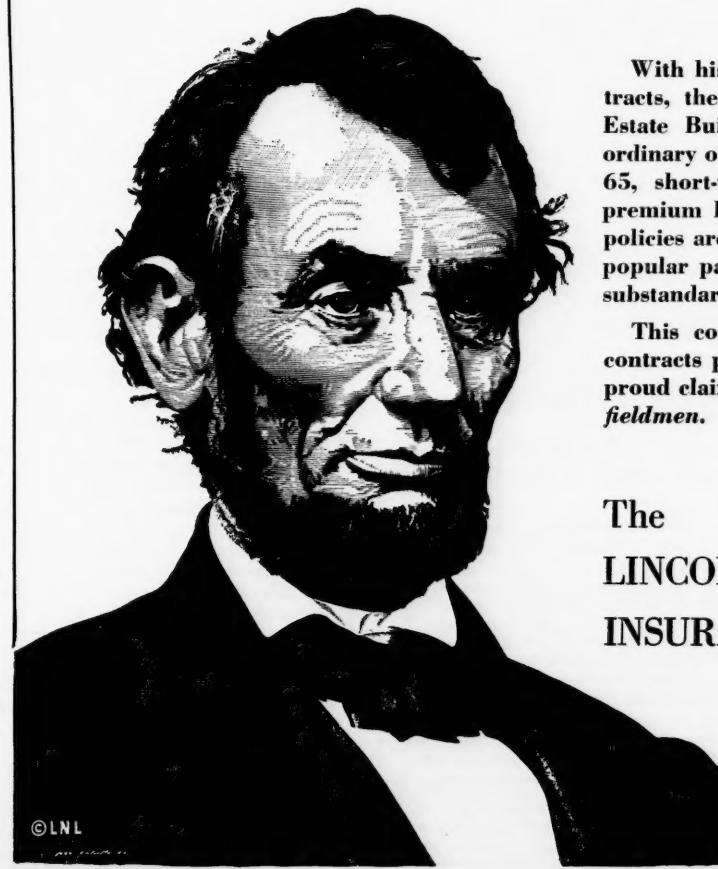
Old Line Life

Winthrop Rockefeller has been elected to the board.

NORTHWESTERN LIFE of Seattle has named R. G. Engel executive vice-president and director of agencies. He was formerly agency vice-president of Sunset Life of Olympia.

WISCONSIN LIFE has appointed W. P. Robinson supervisor of sales training. He was manager at Madison for Washington National.

Attractive Juvenile Contracts



With his complete line of juvenile contracts, the LNL man can sell the Junior Estate Builder, educational endowments, ordinary or limited pay life, endowment at 65, short-term endowments, and single-premium life or endowment plans. These policies are issued from date of birth. The popular payor benefit is available even to substandard risks.

This complete line of liberal juvenile contracts provides another reason for our proud claim that **LNL is geared to help its fieldmen.**

The
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INSURANCE COMPANY**

Fort Wayne, Indiana

Its Name Indicates Its Character

Editorial Comment

Mr. Fluegelman's Amazing Inference

The editorial "Featherbedding and Group Limits" in the April 16 issue "seems to impugn the motives and honesty of a great number of agents who feel strongly about the subject," according to the chairman of the NALU group insurance committee, David B. Fluegelman, general agent of Connecticut Mutual at New York and a past president of NALU. His letter is printed on the next page.

This is an amazing inference that Mr. Fluegelman has drawn. We challenge him or anyone else to point to anything in the editorial that impugns anyone's motives or honesty. We believe that Mr. Fluegelman, though with complete good faith, has read meanings into the editorial that simply are not there.

If they were there, we don't believe we'd have got the highly complimentary letter that we did from Howard H. Cammack, Albany general agent of John Hancock. Like Mr. Fluegelman, he is a CLU—in fact, a past president of American Society of CLU—so both men are pledged to the professional obligation to put the client's interest ahead of their own.

Mr. Cammack concludes his letter by saying: "It has burned my soul to have the national association people, including some of my best friends, go before committees of Congress to try to save our own necks. If our necks can't be saved within the context of the very best service to the public, they should be cut off. I greatly admire your latest editorial."

Even though Mr. Cammack's letter confirms our conviction that Mr. Fluegelman has misinterpreted the "featherbedding" editorial, we are printing the Fluegelman letter in full because it is a considered statement by the NALU group committee chairman on a hotly controversial subject, and any airing of views should help clarify the issues.

Perhaps Mr. Fluegelman's most serious misinterpretation of the editorial is in the third paragraph of his letter, where he says: "You state, 'If we are going to base a position on the public

interest, then it is necessary to proceed as if the profit motive did not exist.' This, in my opinion, implies that the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market."

We flatly deny that any such implication can be found in the quoted sentence—or anywhere in the editorial, for that matter. The sentence merely says this: If you're going to ask legislators to pass a law on the ground that it would be in the best interest of the insuring public, then base your entire case on that ground alone. Don't even discuss the effect on "the agent's market," for if the argument seems flavored with the slightest taint of self-interest, your critics are going to say that protecting your market is all that you're interested in and that all the talk about the public interest is just a smoke-screen.

The case based on public interest must be so strong that the legislators will say, "Sure, it'll probably make the agents more money but this is so clearly a good thing for the public that whether it helps the agents is of no consequence."

To say that the profit motive should be kept out of the discussion is a long way from implying that "the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market." For unless he is independently wealthy, the professional man, no less than the business man, must make money "while engaged in the natural operation of his market." In fact, it is the virtually ever-present need to make a "profit" that brought about the imposition of professional standards in the first place. These standards were needed as a means of keeping the professional man from putting the pursuit of profit ahead of the best interests of his client or patient.

If the best advice to the client or patient always resulted in the greatest financial return to the professional man, there would be scant need for professional standards covering this

point, for enlightened selfishness would take care of the situation.

If anyone doubts the wisdom of keeping "the agent's market" clear out of any discussion of remedies for group "abuses," let him consider how he'd react if the American Medical Assn. were trying to keep antibiotics from being sold promiscuously by drug stores on a non-prescription basis, and the AMA acted as if it were concerned not only about the public's health but about the fees its members lose when the customer cuts out the medical middleman.

Wouldn't the typical reaction be that the doctors were a good deal more interested in their incomes than in what happened to the public? Sure, the legislation would affect their fees, but would the doctors be smart to let that get into the discussion?

Of course, no one could deny NALU the right, if it wants to do it, to base its anti-jumbo-group stand on a claim to a traditional, deserved interest in the individual-policy market, a market that the agents have served well and that deserves protection against invasion—the sort of argument by which the individual grocers have tried to stem the advance of chain stores. Service to the public is stressed, but only as a supporting argument for protecting the entrepreneur's market. But obviously such a change in approach would be a long step backward from the professional goal in life insurance selling.

Yet the point Mr. Fluegelman makes in the final paragraph of his letter seems to come uncomfortably close to that type of argument. He predicts that it will not be too long before everybody in the United States will be covered by one type of group policy or another.

"Then," he continues, "there will be no one to serve the policyholders on matters such as change of beneficiary, option settlements and countless other matters on which a personal consultation is necessary. Would that be in the public's interest?"

The argument that it would be against the public's interest to have the life agent, in his role of adviser and helper, crowded out of the business not only is extremely difficult to prove convincingly but also has the strongest odor of self-interest about it of any of the various reasons why group "excesses" should be restricted

by law.

It would be necessary to prove beyond a reasonable doubt that without restrictions group insurance will become so prevalent as to drive virtually all individual-policy salesmen out of business. This in itself would be extremely difficult to prove.

But suppose it could be proved. It would then be necessary to prove that even if individual-policy salesmen no longer existed, the need for life insurance advice and service could not be met by fee counselors and/or salaried home office representatives. This may be true, but to say the least it sounds like a tough proposition to sell to a legislature.

It would seem that NALU has the choice of basing its case wholly on the public interest or wholly on protecting its market—for any intrusion of the "agent's market" concept into the "public interest" approach will only serve to strengthen the hands of those who believe the entire campaign is 99% to protect the agent's market and 1% to protect the public's interest.—R.B.M.

D. B. Fluegelman
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Washington
Wisconsin

Personals

Edmund Fitzgerald, a director and former chairman of Northwestern Mutual, has received the Headliner award of Milwaukee Press Club. The honor is in recognition of a career in business and civic enterprises that has significantly influenced Milwaukee's economic and social development.

William Cary, secretary of the board of trustees of Northwestern Mutual Life, has been appointed chairman of the public relations committee of Milwaukee Community Welfare Council.

Deaths

Miss ROSALIE E. DeMOSS, retired controller of Indianapolis Life, died. She was with the company more than 30 years, serving first as auditor. She retired six years ago.

NATHANIEL H. ROBB, 44, regional vice-president of Colonial Life & Accident, died of a heart attack in his office.

Mrs. A. B. SLATTENGREN, 86, who died at Riverside, Ill., was the mother of George B. Slattengren, president of Seaboard Surety. Her husband, who died in 1954, had been for many years vice-president of Mutual Trust Life of Chicago.

CARLTON G. HAIZLIP, 88, chairman, secretary-treasurer and founder of Western Life of St. Louis, died there of pneumonia. He formed the Funeral Benefit Association, a fraternal in 1894. He was president until 1958 when he became chairman and secretary-treasurer.

ALBERT L. FRANKLIN, 63, manager of the life department of Travelers at Jacksonville, died after an illness of several weeks.

Leonard J. Goist Jr., Columbiana, O., has been named man of the month for the second time this year by Midland Mutual Life.

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NALU Group Chairman Objects To Editorial On 'Featherbedding'

The editorial "Featherbedding and Group Limits" in the April 16 issue has elicited the following comment from the chairman of the NALU group insurance committee. David B. Fluegelman, general agent at New York for Connecticut Mutual Life and a past president of NALU.

An editorial commenting on the letter is on

the opposite page.

Your editorial policy is invariably fair and objective, and I have had the pleasure, on many occasions, of complimenting you. However, your April 16 editorial, "Featherbedding and Group Limits," seems to impugn the motives and honesty of a great number of agents who feel strongly about the subject, and I am impelled to write a critical letter in the hopes you will let your readers see the other side of the picture.

Your argument seems to deal primarily with the fact that the "public interest" and the "agent's market" are in conflict with one another, and that it is impossible to look out for the public interest while protecting the agent's market.

You state "if we are going to base a position on the public interest, then it is necessary to proceed as if the profit motive did not exist." This, in my opinion, implies that the public interest cannot properly be served if a profit is made by someone engaged in the natural operation of his market.

The position of the NALU group committee has consistently been that of attempting to place the interest of the public above all other considerations.

I honestly believe, as do the vast majority of the members of the National Assn. of Life Underwriters, that the public's interest is best served by receiving individual professional advice rather than by dealing wholesale in what amounts to a purchase at a discount house. It is also highly ques-

tionable whether a group policy is actually "cheap." The fact that the premium is lower on a term plan than on some other form of permanent insurance, does not mean that the public's interest is better served by buying the term plan under the illusion he is getting something that is "cheap."

As we have frequently stated, a person at a young age, in good health, and with a good income, believes his problem is solved when he buys a group policy. At some time in the future, when he is older, uninsurable and loses his job, he realizes he has a problem, but then it is too late to do anything about it. Is this inclination to look out for our natural markets contrary to an effort to look out for the public's interest?

With further reference to your observations regarding the "profit motive," my experience has indicated that most agents attempt to look out for the prospect's interest without regard as to what profit is made. You seem to feel that this is looking out for the "agent's market," but I feel it is looking out for the interests of the client in connection with our normal operations in our market. Do you believe that the doctor's advice to have an operation performed rather than to take pills is colored by the fact the physician would make more money by performing the operation? Don't you believe there are life underwriters who sincerely feel that permanent insurance is better than term insurance despite the fact they make a higher commission thereby?

Cites CLU Oath

As a chartered life underwriter, I have taken an oath indicating I will give the same advice to my clients that I would apply to myself. I own permanent life insurance because I think it is the best thing for me to buy. I don't believe that, when I recommend permanent insurance to my clients, I am looking out for the "agent's market." I believe I am looking out for the "public interest" because, for most of them that is the best program for their future. Furthermore, every time we place a permanent policy, where term would otherwise be written, we are making an effort to hold back the tide of inflation, thereby saving the nation from a situation where it would not matter very much if there were jumbo group or any other type of insurance.

The loose term "agent's market" obviously refers to far more than group insurance. If the agent's market is constantly cut down, and we reach the reductio ad absurdum (not too far off) when everybody in the United States will be covered by one type of group policy or another, there will no longer be need of agents in the next generation. Then there will be no one to serve the policyholders on matters such as change of beneficiary, option settlements and countless other matters on which a personal consultation is necessary. Would that be in the public's interest?

Life Women To Meet May 3

League of Life Insurance Women has scheduled its next meeting for May 3 at the classroom of New York City Life Underwriters Assn., 185 Madison Avenue. The meeting will be open to all life insurance women.



D. B. Fluegelman



President James F. Oates Jr. of Equitable Society presses the button that sends the final steel beam from the roof of the 15-story base building to the top of the 42-story tower of the new home office building at New York to complete the steel skeleton. Story of the topping-out ceremony was in last week's issue.

Says Jumbo Group No Threat, But Government Is

The real threat to the business today is not jumbo group but government encroachment, Robert V. Hamor, vice-president and agency director, Continental Assurance, Chicago, told members of General Agents & Managers Assn. of Indianapolis at their April meeting.

"I do not believe the federal government can get control of the business away from the states through legislation, but it can through encroachment—and I believe this is going on," he declared. The average agent does not serve the masses of the public. He sells to no more than 7%, leaving 93% unprotected. Group, and industrial, help take care of the masses and thus help resist government encroachment, he said.

Mr. Hamor expressed himself as alarmed by the attitude of agents that the home offices are their opponents. He said he does not believe the home offices will impair the agency system, but if the public requires a change in the method of distribution, that change will come.

Turning his attention to the increase in the past several years in the number of companies developing some type of connection between fire-casualty and life, Mr. Hamor pointed out that they all have several common characteristics: They want business from fire-casualty men; they believe they can do a faster job of agency building with multi-line operation; they find economy of operation; they find they can exercise a certain amount over control of business (as in the case of making a mortgage loan on a large real estate development and then specifying the fire insurance to be carried); and an interest in package sales.

In the area of package sales, Mr. Hamor admitted that results to date have been less than spectacular. Despite what speakers at sales congresses say, he said, there is no public demand for package selling. Further, although it is designed primarily for the fire-casualty man, he doesn't really want it. It delays his issue of fire insurance, and means sacrifice of control over his accounts. The speaker predicted, however, that companies will continue to try to develop the package-sale market.

Mr. Hamor also reported that multi-line operation can lead to pressure for tie-in selling, with companies refusing to take accommodation lines unless they also get some of the agency's life business.

The speaker also warned against blanket condemnation of mutual funds. "We must realize," he said, "that a man's need for any particular type of savings plan varies with his case. We must know the nature of other forms of saving and learn to dramatize the peculiar advantages of the life insurance plan. Particularly do they need to be dramatized in the printed policy form itself. This will take home office work."

In discussing the trend toward term, Mr. Hamor declared that prospects rarely select for themselves. They buy what the agent recommends. The agent, in turn, sells what he likes and believes in. What he believes in is largely a result of what his general agent or manager has taught him, and what the general agent or manager has taught is usually a result of home office indoctrination.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. La Salle St., Chicago, April 26, 1960

	Bid	Asked
Aetna Life	79 1/2	81 1/2
Beneficial Standard	16	17
Business Men's Assurance	41 1/2	43
Cal-Western States	57	59
Commonwealth Life	20	21
Connecticut General	338	348
Continental Assurance	152	156
Franklin Life	80	82
Great Southern Life	69	73
Gulf Life	19 1/2	20 1/2
Jefferson Standard	43	45
Liberty National Life	55	57
Life & Casualty	16 1/2	17 1/2
Life of Virginia	52 1/2	54 1/2
Lincoln National Life	228	232
National L. & A.	107	110
North American, Ill.	13 1/4	14 1/4
Nw. National Life	102	108
Ohio State Life	47	52
Old Line Life	63	67
Old Republic Life	17 1/2	18 1/2
Republic National Life	36	38
Southland Life	90	94
Southwestern Life	53	56
Travelers	77 1/2	79
United, Ill.	44 1/2	46
U. S. Life	39 1/2	40 1/2
Washington National	50	54
Wisconsin National Life	37	39

Miss Kassanitz Named IAAHU's General Sec.

Patricia Kassanitz, former membership secretary of International Assn. of A&H Underwriters, has been promoted to general secretary at the association's Chicago office. New duties for Miss Kassanitz include being receptionist and private secretary to the association's managing director, Bruce Gifford, and advertising manager of A&H Underwriter.

Changes In The Field

Occidental Of California

William Sterling, assistant regional group manager at Pittsburgh since 1957, has been promoted to associate regional group manager at Newark. J. G. Townsend, also an assistant regional group manager since 1957, becomes associate group manager at Oklahoma City in charge of the re-

cently established group office there, and D. R. Cook was promoted to assistant regional group manager at Denver.

W. D. Henderson has been appointed brokerage manager at Dallas. He was assistant brokerage manager.

J. D. Barbee Jr. has been appointed assistant brokerage manager at Jack-

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

SOUTHERN CALIFORNIA AGENCY OPPORTUNITY

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Large multiple line company with life affiliate needs 2 men to head up Illinois and Ohio life operations. Must develop life business through licensed agents in Illinois and Ohio. Location Chicago and Cleveland. At least 5 years experience in selling, agency supervision and brokerage in the Ordinary and Group field. Our offices are aware of this ad. Replies held in strict confidence. Write to Box P-3, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE UNDERWRITER

Real opportunity with progressive Mid-Western Life Insurance Company as Chief Underwriter for life and disability insurance. Salary open depending on experience. Reply Box N-91, c/o The National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE UNDERWRITER RISK SELECTION

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PRESIDENT

Young successful chief executive of a small life insurance company desires change for greater challenge and advancement. Experienced all phases of operation including organizing new company. PROVEN RECORD OF ACCOMPLISHMENT. Write Box P-5, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED TO BUY

Medium to small life and/or health and accident insurance company entered to do business in the Middle Atlantic States. Address Box P-8, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

sonville. He has been with Provident Mutual there.

Bankers Life Of Iowa

Three managers have been appointed and a new ordinary sales office established in Memphis. R. E. Doruff, field supervisor at the home office, becomes manager at South Bend, Ind. He succeeds J. H. Hinkes, who has been named a senior sales supervisor at the home office. C. M. Charlton, Wichita, Kan., agency supervisor, becomes manager there to succeed J. A. Reinhart, manager for more than 30 years who resigned for health reasons. J. P. Briggs, formerly with Equitable Society, has been named manager of Bankers Life's new Memphis office.

State Mutual Life

H. L. Grant has been named group manager at San Francisco. He has been with Connecticut General and California Compensation Insurance Fund.

Postal Life

J. J. O'Keefe has been appointed general agent in Buffalo. He has been with Prudential.

Old Line Life

J. W. Marshall has joined the company as general agent at Detroit. He was assistant manager there for New England Life and before that was with North American Life and Aetna Life.

Mutual Of New York

J. J. Mahon, director of management training; G. A. Norwood, director of field training, and C. H. Williams, director of recruiting, have been appointed regional superintendents at New York, Dallas and Atlanta, respectively. Mr. Norwood is a CLU.

R. G. Forman, assistant manager at Boise, has been appointed manager at Los Angeles to succeed C. W. Wood, who has resigned.

American United

L. W. Coffman has been appointed manager at Evansville, Ind. He has been with Indianapolis Life and Prudential.

Great-West Life

G. F. Dixon Jr. and A. A. Engwall have been appointed managers at Toledo and Des Moines, respectively.

Manufacturers Life

R. P. Miller has been appointed unit manager at Baltimore.

Pacific Mutual Life

J. W. Cleveland has been named manager of the group office at Long Beach, Cal., and C. D. Cox of the group

AVAILABLE IN THE SOUTH REGIONAL SUPT. OR AGENCIES DIRECTOR

Experienced in establishing & supervising branch offices & General Agencies for major life Co. active in Brokerage production and in career Agent development. Also, H. O. background Life affiliate of Fire-Casualty Group, 40. In confidence, write Box P-9, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP UNDERWRITER

Salary commensurate with qualifications and experience. Excellent opportunity. Give full background information and salary requirements.

General American Life Ins. Co.
1501 Locust St. St. Louis 66, Mo.

office at Indianapolis. Mr. Cleveland has been manager at Indianapolis and Mr. Cox assistant manager at Seattle.

National Life Of Vermont

W. B. Rainey has been appointed general agent for New Mexico and E. Paso and Hudspeth counties in Texas, with headquarters at Albuquerque. Mr. Rainey, a CLU, has been with Minnesota Mutual at Nashville.

Life Of Virginia

R. D. Murrell, associate district manager at Bristol, Tenn., has been named district manager at Radford, Va.

Berkshire Life

Herbert Frankford, co-general agent at New York, has been appointed general agent following the dissolution of the Whelan-Frankford agency, which resulted from the disability of L. R. Whelan. Mr. Frankford entered the life business with Prudential and joined Berkshire in 1944. In 1954 he was named associate general agent and vice-president of the Wolfson agency.

Paul Revere Life

K. P. Curry, formerly with the Dewey agency at Seattle, has been named training supervisor for the western region with headquarters at San Francisco.

Washington National

G. M. Mack has been appointed general agent in Salt Lake City. Active in life association affairs, he is currently chairman of LUTC in that city.

LINCOLN LIBERTY LIFE has appointed L. R. Burchett Jr. general agent at Kansas City and B. F. Clifton and R. L. Weatherford associate general agents at Victoria, Tex., and Corpus Christi, respectively.

PIONEER AMERICAN of Fort Worth has appointed L. J. Switzer regional sales director at Denver. He was with Webster Life of Des Moines.

VOLUNTEER STATE LIFE has appointed R. H. Womble general agent at Belton, Tex.

Business Man Is Prime Prospect For A&S: Osler

The business man is a prime prospect for disability income insurance, but he is neglected by agents, Robert Osler, president of Underwriters National, told members of San Antonio A&H Underwriters Assn.

Providing income for self and family is behind all endeavors whether it be in real estate or stocks and bonds, he said.

Mr. Osler exhorted agents to work to preserve the democratic form of government by having income provided by workers themselves rather than through government plans. He emphasized that every dollar received through government agencies comes at a high cost to the taxpayer.

Fidelity Bankers Life Sales Gain

Fidelity Bankers Life's paid-for ordinary business in the first quarter exceeded \$8 million, a gain of more than 90%. Group sales for the period totaled more than \$1 million and credit life production resulted in an increase of 32% in premium income.

Frank E. Sullivan, South Bend, won the American United 500-Mile sweepstakes as volume leader during the first quarter of 1960. He will receive two box-seat tickets to the 500-Mile Race at Indianapolis.

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clarified, making it clear the original intent of the conference still stands. Attendance at the meeting is by invitation only and is limited to about 200 people from a dozen or so factions concerned with the problem of medical care and how it should be paid for. Each group will be given a chance to present its views and no special emphasis will be placed on those of the medical profession, labor, management or the A&S business.

At least that is the theory behind the meeting. What some representatives of the A&S business are worried about is that instead of each side merely telling what it is doing or what it wants done, the conference will become a convenient device for power-politicking by Forand proponents.

Will Be Open Forum

The conference will be an open forum for everybody attending, and it is feared the AMA, under the circumstances, could very easily lose control of the meeting. Forand backers could take over the conference with long and loud, emotion-charged harangues that would completely dominate the proceedings. They could hold the floor interminably, knowing that should AMA rule them out of order, they can always cry "foul" and claim they have been prevented from presenting their side of the argument. The propaganda possibilities of such a conference are numerous for those who would not hesitate a moment to take advantage of them.

Even if AMA manages to keep the conference from getting out of hand, it still will have nothing to say about the activities of any group outside the conference room. Anyone the least bit unhappy about what goes on behind the closed doors of the forum can immediately upon leaving the conference call in the press and turn the whole affair into a propaganda field day. And although either side in the Forand question would be free to employ such a public relations device, some A&S people feel that proponents of government health insurance have in the past been quicker to use infighting tactics than have either the AMA or insurance circles.

S. C. Creates 5-Member Insurance Commission

Gov. Hollings of South Carolina has signed the bill that creates a five member insurance commission. The commission will elect the head commissioner. The present commissioner, R. Lee Kelly, who was elected by the legislature, will retire in June.

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Tells How To Keep A&S Claims Down

(CONTINUED FROM PAGE 2)

due, to a considerable degree, to this particular work habit.

Another difficult problem stemming from agents' work habits is that of insured not having a proper knowledge of the coverage provided. When explaining the policy during their sales talks, some agents do not sense that at the time the prospect has only half listened to the explanation or that various distractions or interruptions during the explanation have resulted in misunderstanding or incorrect assumptions on the part of the prospect. If, instead of mailing the policy to the insured, the agent will deliver, he can go over the policy with insured and if there is misunderstanding, it will come to light. By doing this, the agent will not only prevent claim problems on his business but he will also materially cut down the lapses.

He said he saw another very troublesome work habit problem arising when agents write business on people they never see.

If the agent does not see the prospect personally, he has no way of properly evaluating the quality of the risk. The moral risk of an applicant is primarily determined by seeing him and talking with him.

"Volumitis is, in my opinion, the dread disease of the accident and sickness business," he declared. "The results of volumitis are always the same, a high lapse ratio and a dangerously high loss ratio. It is caused by the production philosophy of 'quantity regardless of quality.' . . . In order to effect a cure, the cause has to be removed, and the cause in this case is low quality policyholders. All the claim department can do is try to keep it from being too painful while it lasts. The surest way to prevent volumitis is a production philosophy of 'quantity with quality.' "

49% Of Aged Have Health Cover

(CONTINUED FROM PAGE 1)

ance, the association said, another 15%, or 2.4 million persons, are officially classified as indigent, and provision is made for their medical needs through Old Age Assistance, supported by federal-state matching fund programs. Such persons also receive money for food, housing, clothing and other needs.

According to the Department of Health, Education & Welfare, 26% of senior citizens had health insurance in March, 1952, and by September, 1956, this figure had grown to 37%.

The introduction of new insuring techniques has marked the increased activity in the 65-and-over field by insuring organizations, according to the association. One technique has been the mass enrollment approach of issuing health insurance to large groups of aged persons in a state.

One company insured more than 250,000 persons by this approach alone in a 12-month period ending in June, 1959.

Numerous other methods of insuring aged persons are employed. Many of the estimated 51 million persons now covered by group insurance policies issued by insurance companies will be able to continue their insurance after retirement, generally with part or all of the premium paid by the employer. Other workers will be able to convert their group insurance to individual policies.



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